The Northwestern Miller

MARCH 21, 1950

Volume 241
Number 12

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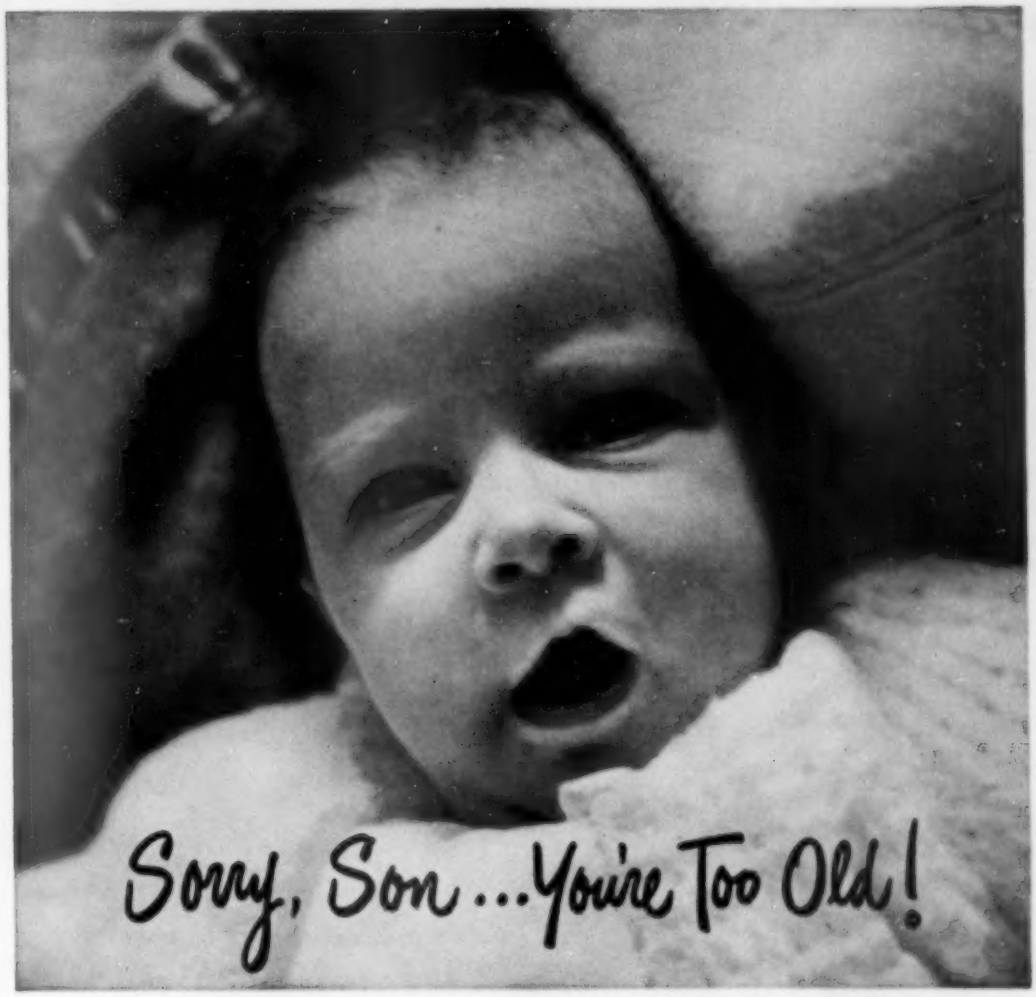

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The Northwestern Miller

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LEFT HOP STROKE — Ball strikes base of fingers, sliding between thumb and index finger as hand rolls under ball, giving a left hop.

RIGHT HOP STROKE—Bring hand over top of ball which strikes on hand "cushion" and slides off base of little finger, giving a right hop.

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Labor Dept. to Study Industry Wages

Lawmakers to Taste Bread Made With 16% More Flour

GARDEN CITY, KANSAS — U.S. Senators and Representatives are going to get a taste of the newly-developed bread containing 16% more flour. The Western Kansas Development Assn. has sent 500 loaves by air to Washington and plans call for the bread to be served in the Senate and House dining rooms March 22, according to Robert Bird, executive secretary of WKDA.

Cooperating with the campaign in Washington is Rep. Clifford R. Hope (R., Kansas), who is making arrangements for the sampling.

The formula for the bread has been standardized by the staff of the department of milling industry at Kansas State College, working under the direction of Dr. John A. Shellenberger. The association is now making it available to interested bakers who wish to produce the new bread.

The bread containing more flour than the usual commercial loaf was first promoted by Morris Coover, Kinsley, Kansas. The Western Kansas Development Assn. has taken over the promotion of the idea with a view toward increasing the use of wheat and flour.

The bakery division of the J. S. Dillon & Sons Co., Hutchinson, Kansas, chain store organization, is marketing the loaf through its retail outlets.

Initial results have been pleasing to Fred Beeman, manager of the bakery department of the chain. Initial bakings have been cleared from the shelves daily in every store and production is gradually being increased. The company has reported an increase of 400% in bread sales during the first week the loaf was on the market.

Following is the formula for the new loaf as produced by the Dillon firm, compared with the formula for the standard loaf:

Standard Formula 100 lb.		"More Flour" Formula
	White flour	110 lb.
	Whole wheat flour	6 lb.
63 lb.	Water	63 lb.
1 lb.	Yeast	2 lb., 5 oz.
2 lb.	Salt	2 lb., 6 oz.
6 lb.	Powdered skim milk	6 lb.
3 lb.	Sugar	3 lb.
4 lb.	Shortening	4 lb.
	Mold inhibitor	3 oz.

In addition, both loaves are enriched with the standard enriching ingredients.

—BREAD IS THE STAFF OF LIFE—

GENERAL BAKING DIVIDENDS

NEW YORK—George L. Morrison, president of General Baking Co., has announced that the directors have declared the regular dividend of $2 a share on the $8 preferred stock payable April 1 to the holders of record March 20, and a dividend of 15¢ a share on the common stock payable May 1 to the holders of record April 17.

Government Buys 2,768,016 Bu. Wheat for Japan

WASHINGTON — Government grain procurement again was concentrated in the Pacific Northwest for the Japanese program, with purchases of 2,768,016 bu. A small amount of rye, 25,000 bu., was bought through Minneapolis.

It has been learned that complaints have been emanating from Japan over the heavy imports of wheat on the grounds that the larger supplies are destroying the black market in this commodity there.

The statement of cumulative government purchases, July-March 17, follows (in bushels): wheat 51,927,183, wheat flour (wheat equivalent) 5,548,143, grain sorghum 1,451,113, rye 3,142,111, rye flour (rye equivalent) 102,679, corn 41,500, barley 1,381,960, totals 63,594,689; 1,953 bu. wheat deducted from last week's report of wheat flour because of a cancellation of a contract for 900 sacks of flour.

WALSH-HEALEY ACT REQUIRES MINIMUM ON U. S. CONTRACTS

Millers National Federation Official Issues Analysis of Provisions of Act; Industry Group to Hold Preliminary Meeting in Washington This Week

Herman Fakler, vice president and Washington representative of the Millers National Federation, has issued the following analysis of minimum wage requirements under provisions of the Walsh-Healey Act. It has been learned that the U.S. Department of Labor is about to undertake a study of wage scale conditions within the milling industry prior to writing regulations for wage requirements of mills selling flour to the U.S. government.

While it is believed that most mills are within the minimum wage requirements of the Fair Labor Standards Act, it is not known how many mills might be affected by determinations of milling industry wage levels for the purpose of the Walsh-Healey Act.

Mr. Fakler urges that millers give his analysis of the problem careful consideration and study.

The text of Mr. Fakler's analysis follows:

MINIMUM WAGES FOR GOVERNMENT CONTRACTS

"Under the Walsh-Healey Public Contracts Act, the Department of Labor has the responsibility of determining the minimum wages that must be paid by employers having contracts with the federal government for supplies and equipment in excess of $10,000. Even though the Fair Labor Standards Act provides for a minimum wage of 75¢ an hour, the Secretary of Labor has the authority, under the Walsh-Healey Act, to establish even higher minimum wages if it is found that the actual minimum wages prevailing in a particular industry are higher.

"In this connection, the Administrator of the Public Contracts Act is planning to hold a public hearing within the next few months for the purpose of obtaining testimony and evidence on which a determination can be based for the flour and cereal preparations industry.

"Before making final arrangements for such a public hearing, the Administrator is asking a group of employer and labor representatives, who are familiar with the problems of the industry, to meet as members of an informal panel in advance of the hearing to discuss with members of the Public Contracts Division staff the various problems arising in this connection. This meeting will be held in Washington March 23.

"First of all, the panel will be called upon to determine a definition for the industry. For the purpose of discussion, the Public Contracts Division contemplates that flour will include wheat, rye and corn and that cereal preparations will include all of the breakfast cereals. The panel will consider whether or not all of these phases of the industry can be in-

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Pillsbury, GMI Negotiate Separate Labor Agreements with Mill Union

MINNEAPOLIS—Separate systemwide agreements have been negotiated with the American Federation of Grain Millers (AFL) and Pillsbury Mills, Inc., and General Mills, Inc. The agreements cover all phases of labor relations except wages, local application of seniority rules and local working conditions.

Negotiation of the separate agreements by the two milling companies marks the end of the uniform national agreement policy which has been in effect for the past 13 years between the millers' union and General Mills, Inc., Pillsbury Mills, Inc., Russell-Miller Milling Co., International Milling Co., and Standard Milling Co.

S. P. Ming, president of the union, said that prior to the expiration date of the agreement which was in effect up to March 1, 1950, International Milling Co., Russell-Miller Milling Co., and Standard Milling Co., notified the union that each of those companies had decided to terminate the uniform national agreement and negotiate plant-by-plant agreements.

H. A. Schneider, general secretary-treasurer of the union, said that the principal features of the contracts negotiated with General Mills, Inc., and Pillsbury Mills, Inc., include:

1. Increased vacation benefits, with allowances of three weeks' paid vacation after 15 years of service. Two weeks of vacation benefits are allowed in each agreement for employees who have completed more than two but less than 15 years of service, and such vacations are due during each calendar year, regardless of the employment anniversary date. One week of paid vacation is granted employees after the first year of service.

2. Recognition of the union's interest in the pension and retirement system established by General Mills in 1940 and Pillsbury in 1933 is specified in each agreement. Each of the companies agreed with the union to discuss improvements in the existing pension systems during the life of the new agreement, which extends to April 1, 1952.

3. Payment of double time for all hours worked on Sundays.

4. Elimination of certain restrictions on the payment of compensation for holidays not worked. Six paid holidays, negotiated in prior agreements, are continued in the new agreements.

5. Other contract provisions provide increased allowances for reporting pay, early call-ins, and calls back to work after completion of a regular shift.

The agreements were approved March 17 by the union's general executive board and were submitted to its policy committee. That committee also approved the agreements. It now remains for the separate local organizations of the union to approve the contracts.

Mr. Ming termed the agreements as "a significant milestone in the history of labor relations in the milling industry."

"We wish to commend the representatives of management for their constructive approach in the field of industrial relations," the labor union head declared. "In the past relations between our union and industrial management have been markedly harmonious and fruitful, but through the new agreements we anticipate an even higher degree of mutual understanding and advancement of the interests of both our members and their employers."

Quote

"Consumers are buying less food. If agriculture holds to the line of high support prices without holding production down, it will price some of its foods out of the market." Mrs. Raymond Sayre, Iowa farm wife and president of the Associated Women of the American Farm Bureau Federation, in an address at the 25th anniversary meeting of the Pure Milk Assn. in Chicago.

Lower Wheat Export Goal Likely

SHIPMENTS IN EIGHT MONTHS LAG 140,573,000 BU. BEHIND 1948-49

Exports of Coarse Grain Larger at 148,324,000 Bu. Than Last Year; Germany, Japan to Be Principal Outlets in Remainder of Year

WASHINGTON—Government officials are lowering their export goal for wheat to 325 million bushels of wheat for the current crop year, it was revealed this week after release of figures showing the sharply downward trend in exports thus far in 1949-50.

The U.S. Department of Agriculture has estimated July, 1949-February, 1950, eight months' exports of grain and grain products at approximately 9,170,000 long tons (360,367,000 bu. grain equivalent), as compared with 11,833,000 long tons (458,455,000 bu. grain equivalent) in the same period of 1948-49.

July, 1949-February, 1950, exports of wheat and wheat products totaling 212,043,000 bu. equivalent were smaller than in the like period of 1948-49 by 140,573,000 bu. July-February exports of "other" grains and grain products (principally corn and corn products), totaling 148,324,000 bu. of grain equivalent, were larger than in the like period of 1948-49 by 42,485,000 bu.

"Other" grains and grain products included 85,853,000 bu. corn and corn products (compared with 46,840,000 bu. in the like period of 1948-49) and 62,471,000 bu. oats, barley, grain sorghums, rye and products (compared with 58,999,000 bu. in the like period of 1948-49). The accompanying table shows comparisons for the two 8 months periods.

Most to Occupied Zones

The greatest part of the July-February 1949-50 grain and grain products exports went to Germany and the U.S.-Pacific area—approximating 4,792,000 long tons, or 52%, during the eight-month period.

The second largest amount of around 3,076,000 long tons, approximately 34% of all grains and grain products, went to the following Economic Cooperation Administration countries: Austria, Belgium and Luxembourg, Denmark, France, Greece, Ireland, Italy, The Netherlands, Norway, Portugal, Trieste, Turkey and the U.K.

During the same period 1,302,000 long tons or 14% of total exports were shipped to India, Philippines, Spain, Cuba, Mexico and other countries.

Doubt Target

The official report of wheat and flour exports of 212,043,000 bushels for the period of July, 1949, through February, 1950, casts doubt on the 350 million bushel wheat export target for this crop year.

Sydney K. Bradley

SALES DIRECTOR—The appointment of Sydney K. Bradley as director of multiwall bag sales for Union Bag & Paper Corp. has been announced by Leonard J. Doyle, vice president. Mr. Bradley joined Union Bag in 1928 and has served as director of chain store sales, as eastern district manager of multiwall bag sales and most recently was assistant director of multiwall sales.

This week responsible USDA officials say the outlook now is for an export total of 325 million bushels. The Italian and Belgian wheat import guarantees are doubtful of fulfillment except at the price floor of the International Wheat Agreement, and it is equally doubtful that the United States will drop its sales price to the floor of the pact.

It will be cheaper for the U.S. to hold its wheat in store than to put it to these nations at the floor price, and it would subsequently be difficult for the U.S. to advance its sales price under IWA next year once it had made the price concession necessary to sell wheat this year.

Italy has a guaranteed import balance of nearly 40 million bushels. Belgium has a quota balance of nearly 10 million bushels.

If, as seems likely now, a substantial part of the unfilled Italian and Belgian wheat import guarantees will not be taken, then the two remaining large export demands consist of a monthly four million bushel movement to Japan and a probable German demand in the April-June quarter for 12 million bushels.

Although coarse grain tonnage is up nearly 50% from the same time last year, it is doubted that corn exports will exceed 125 million bushels. Western Europe will shortly come into new pasture conditions, curtailing immediate demand for corn and other feed grains. New ECA corn authorizations for Italy and Ireland are pending.

Identical demands for these two countries of 3.5 million bushels of corn are forecast from trade sources and are partially confirmed by ECA.

German imports of grains and other commodities are likely to be retained under USDA procurement until June 30, 1950, government officials predict. They say that Germany will not be able to equalize its internal pricing arrangements on bread and coarse grains with fats and oils and other food commodities before that time, and until that condition is corrected, procurement can best be handled through direct government to government dealings, it is said.

EXPORTS OF U.S. GRAIN AND GRAIN PRODUCTS—JULY-FEBRUARY, 1948-49, AND 1949-50 (in thousands)

	1948-49				1949-50*			
	Wheat, flour and macaroni		Other		Wheat, flour and macaroni		Other	
	long tons	bu.	long tons	bu.	long tons	bu.	long tons	bu.
July	1,177	45,268	207	8,342	428	30,948	478	19,999
August	1,674	62,490	213	8,148	825	30,790	514	24,591
September	1,278	47,745	107	3,397	903	33,526	379	15,959
October	1,130	42,441	234	11,498	696	25,847	396	12,823
November	798	29,825	303	15,030	319	11,880	674	24,257
December	1,037	38,711	436	18,174	659	24,873	535	21,965
January	1,080	40,318	433	18,473	566	21,104	339	13,773
February	1,115	41,559	414	19,999	†1182	†21,838	†372	†15,379
Totals	9,446	352,618	2,387	105,838	5,681	212,043	3,489	148,331

*Does not include CCC shipments to Canada for temporary storage and does not include Canadian flour milled in bond and exported from U.S. ports.

†Preliminary estimate.

Reinstatement of German Soybean Procurement Seen

WASHINGTON — This week will probably see the resumption of procurement of soybeans for Germany, or at least the flash of the green light on the deferred Economic Cooperation Administration procurement authorization of $5.75 million, which was held up earlier.

Originally Germany had put in a comprehensive request for approximately 6 million bushels of soybeans. The first part of this request saw action when ECA issued the $5.75 million authorization. Before buying got under way Germany requested a delay until it reviewed fats and oils requirements and investigated sterling area offers of these supplies. It has already been tentatively decided that soybean requirements will not exceed the $5.75 million, approximately 2.5 million bushels.

The balance of the German fats and oils requirement will be filled through U.S. exports of lard, cottonseed oil and meal.

The bulge in the price of soybeans has been worrying U.S. Department of Agriculture officials, since this price advance is seen as a potential stimulant to an increase in the soybean acreage. Experts at USDA now forecast that the 1950 soybean crop will be up 40% to nearly 14 million acres. This is a conservative estimate; other guesses at USDA run as high as 100% over last year's acreage.

However, USDA officials have pointed out to ECA officials that Germany now can get a better bargain in a combination purchase of cottonseed oil and meal or lard than it can in soybeans. The major factor in renewing the soybean procurement is the need of raw materials to keep the domestic German crushing industry in operation.

ECA officials say that they are awaiting an answer from ECA officials overseas regarding the reinstatement of the German soybean procurement and expect a go-ahead signal this week. However, since the procurement will be in the hands of USDA, where the present high soybean price is disturbing, it can be expected that any purchasing activity by that agency, if reinstated, will be cautious and designed not to run the soybean market up further.

—BREAD IS THE STAFF OF LIFE—

CCC AWARDS CONTRACTS FOR BIN-TYPE STORAGE

WASHINGTON — The Commodity Credit Corp. has announced making awards for the purchase of 81,380,000 bu. capacity of bin-type and comparable grain storage structures. The awards, officials said, are being made in accordance with the earlier announcement that CCC was preparing to buy additional emergency storage to help handle grain which will be turned over to CCC this spring under price support programs.

All of the structures being bought are of a semi-permanent type which can be dismantled and moved to other locations and converted to other uses when they are no longer required by CCC. The awards call for delivery within 45 days.

None of the contracts run to more than 25¢ bu. of capacity for "erected" storage at the site, and the average cost is about 22½¢ bu.

—BREAD IS THE STAFF OF LIFE—

FMA OFFICIALS TO VISIT EUROPEAN COUNTRIES

KANSAS CITY—March 21 two officials of Flour Mills of America, Inc., Kansas City, will fly from New York to Europe to visit grain and flour connections of the company on that continent.

Loren W. Johnson, vice president and manager of the Kansas Grain Co., will spend approximately two weeks in Great Britain, Belgium, Holland and France. John Lerche, export sales manager, plans to spend a longer period of time in conferring with representatives of the ECA countries. He expects to return to Kansas City in about six weeks.

—BREAD IS THE STAFF OF LIFE—

Winter Wheat Crop Generally Good in Southwest

KANSAS CITY—Over a major portion of the hard winter wheat belt, the condition of the crop is reported generally satisfactory, but from central Kansas southward there is a considerable need for moisture within a short time to permit normal spring growth.

The section most in need of moisture stretches from southeastern Colorado across southwestern Kansas and the Oklahoma and Texas panhandles. The wheat plant in these sections has not been hurt as yet, but the entire area needs moisture badly now.

Some snow and rain fell over parts of the dry areas in the past week, but the amount of moisture received was too limited to give any substantial relief. In northwestern Kansas and in Nebraska, however, last week's

KYLE "TAKES THE CAKE"—Kyle MacDonnell, popular star of the Broadway hit, "Touch and Go," is shown being presented with a spice angel food cake by A. B. Fleischmann, vice president and assistant general sales manager, Standard Brands, Inc. The Fleischmann-developed formula for the cake, and others, along with merchandising material, is being distributed to bakers through the Fleischmann field organization.

snowfall was considerably heavier and helpful to the crop.

There has been a moderate amount of soil blowing in the dry areas in the past fortnight, but damage to the wheat plant so far has not been important.

There is a substantial greenbug threat to the crop in western Oklahoma and north central Texas. The infestation is heavy in parts of this territory and probably will result in some losses.

As a whole, however, the southwestern crop is entering the spring growing period in good condition.

—BREAD IN THE STAFF OF LIFE—

MERCK & CO. SALES SET RECORD IN 1949

Earnings of $2.83 a Share Reported; Unit Sales of Vitamins, Antibiotics Show Gains

RAHWAY, N.J.—Merck & Co., Inc., reported net sales for 1949 of $73,578,038, as compared with the previous year's record high of $72,904,214, in its annual report to stockholders.

Net income from current operations was $6,921,927. Before addition of $102,000, arising from adjustments of prior years' Canadian taxes, earnings were equal to $2.83 a share of common stock. Earnings in 1948 were $8,520,250, or $3.68 a share, after being adjusted to reflect the two-for-one split in April, 1949.

Unit sales of antibiotics were substantially increased during 1949, although total dollar sales were less than in the previous year because of extensive price reductions. The price of streptomycin to wholesalers was reduced successively from $1.28 a gram, in December, 1948, to 48¢ in December, 1949. The price of penicillin was reduced from 19¢ to 12¢ per 100,000 units in the same period.

Both unit and dollar sales of vitamins reached their highest levels since 1946. Export sales of all products increased from $15,100,000 in 1948 to $18,200,000 last year.

Expenditures of $6,393,000 were reported for additions and improvements to plant and equipment. These included additional facilities for the production of antibiotics, vitamins, cortisone and other products; another laboratory building for the Merck Institute for Therapeutic Research, and a new branch office and warehouse at St. Louis. At the year-end there remained approximately $3,300,000 to be expended on authorized plant facilities.

—BREAD IN THE STAFF OF LIFE—

RAILROAD MEN HONORED AT K.C. FEED MEETING

KANSAS CITY—Freight agents and representatives of railroads which serve the Kansas City feed trade were honored at a meeting of the Kansas City Feed Club March 14. A dinner was served at the Hotel President, with 90 members and guests of the club present.

Bill Turner, Missouri Pacific railroad, was the featured speaker. He compared the position in the national economy of railroads with other modes of transportation and also reviewed the history of rail transportation in the Kansas City area.

The next meeting of the feed club will be April 12. It will be a dinner-dance at the Hotel Bellerive at which wives of the members will be guests.

—BREAD IN THE STAFF OF LIFE—

HIGHER NET LISTED BY VAN DE KAMP'S

1949 Earnings Reported at $383,247, Compared with $223,554 in 1948—1949 Sales Were $13,860,157

LOS ANGELES—Van de Kamp's Holland Dutch Bakers, Inc., has reported for the fiscal year ended Dec. 25, 1949, net profit of $383,247, equal to $2.27 a share on the 169,056 shares of common stock outstanding. This compares with 1948 net of $223,554, or $1.32 a share.

In his annual report to stockholders, Lawrence L. Frank, president, said sales aggregated $13,860,157, as compared with $13,233,026 in 1948, an increase of 4.74%. Net profit was 2.77% of sales in 1949, as compared with 1.69%.

Stockholders' equity, as disclosed by the balance sheet, was $2,396,165, or a book value of $14.17 a share, the executive stated.

At the close of the year there were 185 retail units in operation by the company, as compared with 173 in 1948, of which 156 were served by the Los Angeles plant, and 29 served by the Seattle plant.

—BREAD IN THE STAFF OF LIFE—

Flour Distributors, Millers Discuss Uniform Contract

CHICAGO—The conference committee of the National Association of Flour Distributors met with a similar committee of the Millers National Federation at the Edgewater Beach Hotel, Chicago, recently, and discussed a uniform mill-broker contract. The committees were practically in agreement on this, but a further exchange of ideas will be made by mail.

R. E. Bennels, Bennels-Vaughan, Chicago, is chairman of the flour distributors committee. Others who met with him were F. T. Herbert, Johnson Herbert & Co., Chicago, and W. P. Tanner, Tanner-Evans-Siney Corp., New York. The millers committee consisted of Earl Cross, General Mills, Inc., Minneapolis; H. Lee Thompson, Hunter Milling Co., Wellington, Kansas, and John Tatum, International Milling Co., Minneapolis.

U.S. SALES UNDER WHEAT PACT PASS QUOTA'S HALFWAY MARK

Increase in Sales Reflects Heavy ECA Procurement; Still Believed U.S. Will Miss Guaranteed Export Quota by 40 Million Bushels

WASHINGTON—Last week's increase in U.S. wheat sales reflected heavy Economic Cooperation Administration procurement authorizations of a week earlier and pushed total U.S. sales under the International Wheat Agreement to more than half of the guaranteed export quota of 168 million bushels.

The U.S. has a remaining unfilled guaranteed export quota of 81,215,000 bu., not including additionally assigned quotas to Germany for this year. The assigned Germany quota will merely swell the U.S.'s total quota and does not change the opinion widely held here now that the U.S. will miss its guaranteed export quota by nearly 40 million bushels this IWA year unless it decides to drop its sales price to the floor of the wheat agreement. Few persons believe that the U.S. will take this step since it will be cheaper to hold wheat in store here. Once the price level was lowered, it would be difficult to get it up to the maximum price in the new IWA crop year.

Smaller Sales Seen

Registered sales from the U.S. in the next weekly sales chart of the U.S. Department of Agriculture will not show the big run-up that occurred last week. ECA procurement authorizations for wheat and wheat flour issued last week to IWA nations slumped from the previous week and included the following: Ireland, wheat $939,000; Trieste, wheat $879,000, wheat flour $185,000; Iceland, wheat flour $100,000. In addition, Ireland has been authorized to procure the following amounts of flour: $57,000 in a contracting period of March 15-June 30, 1950; $45,000 in a contracting period of Jan. 26-April 30, and $9,000 in a period of March 7-June 30.

France virtually closed its guaranteed export quota this week with a registered sale of 1,727,000 bu. to the U.K. Australia is within 7,770,000 bu. of its guaranteed export goal as the Indian quota was finally registered to the Australian credit. Canadian registered sales made no substantial change in the past week, leaving that nation with an unfilled sales quota balance of 68,843,000 bu. Canada, like the U.S., will be hard pressed to find markets for its guaranteed export tonnage unless it adopts a changed price policy, it is predicted. However, if Canada can continue to make sales of class 2 wheat, there is a possibility that it will maintain its maximum price policy regarding wheat agreement sales in line with the apparent U.S. position.

Official figures announced by the USDA show that during the period March 8-14 the Commodity Credit Corp. confirmed sales of 14,837,000 bu. wheat (including wheat and wheat flour in wheat equivalent) under the wheat agreement. The sales included 539,000 sacks flour (1,247,000 bu. wheat equivalent) and 13,590,000 bu. wheat. Principal buyers were Greece, Ireland, Italy, Mexico, Netherlands and the U.K. The cumulative sales of U.S. wheat and flour from Aug. 1, 1949, through March 14, 1950, are 87,491,000 bu. (See table on page 45.)

USDA also announced that the quota assigned to the Belgian Congo by Belgium had been increased from 8,333 metric tons to 16,666 metric tons.

Officials listed the following countries and territories of eligible countries, which have fulfilled their quotas for the crop year 1949-50; sales of wheat and wheat flour to these areas are no longer eligible for export payment: Ceylon; Ecuador; El Salvador; Guatemala; Haiti; India; Netherlands Colony of Surinam and six islands—Curacao, Aruba, Bonaire, Saba, St. Martin, St. Eustatius; Nicaragua; Portuguese Far Eastern possessions; U.K. Colonies of Barbados, British Honduras, British Solomon Islands, Gambia, Nigeria, and Northern and Southern Rhodesia; Venezuela.

—BREAD IN THE STAFF OF LIFE—

NEW BILL WOULD REQUIRE ENRICHMENT IN KENTUCKY

LOUISVILLE, KY.—The Kentucky Senate has passed and sent to the House a bill that would require enrichment of flour sold for human consumption and would standardize the packages in which flour is sold. The measure would accomplish this by abolishing a provision, put in when the flour statute was enacted in 1944, that it not take effect until the national emergency is formally declared at an end. It also abolishes some special wartime laws.

—BREAD IN THE STAFF OF LIFE—

23 START AT DUNWOODY

MINNEAPOLIS — Twenty-three men reported for training at the Dunwoody Baking School March 10. The men represented 14 different states and Hawaii.

—BREAD IN THE STAFF OF LIFE—

ABA Convention Set for Oct. 15-18 at Hotel Sherman

CHICAGO—The 1950 annual convention of the American Bakers Assn. will be held at the Hotel Sherman here Oct. 15-18, according to a recent ABA announcement. Branch chairmen are considering the possibility of holding some branch sessions on Friday, Oct. 13; Saturday, Oct. 14, or Sunday, Oct. 15, the announcement said. ABA has asked members for their reactions to the idea of pre-convention branch meetings.

—BREAD IN THE STAFF OF LIFE—

NAME CONVENTION DELEGATES

ROCHESTER, N.Y.—Delegates to the annual convention of the New York State Association of Manufacturing Retail Bakers to be held in Brooklyn, May 14-16, were appointed at March 13 meeting of the Rochester Master Bakers Assn. in Colonial Inn, Empire Blvd.

MNF Asks Flour Standards Hearing

WILL SEEK THREE CHANGES IN STANDARDS OF IDENTITY

Optional Use of Ammonium Persulfate, Elimination of Limitation on Quantity of Malted Flour Permitted, and Use of Other Enzyme-Active Ingredients Asked

WASHINGTON—The Millers National Federation has filed an application with the Federal Security Agency to hold a public hearing upon a proposal to amend the regulations fixing and establishing definitions and standards of identity for wheat flour. The federation is asking for three amendments:

First: To permit the use of ammonium persulfate as an optional flour and dough improving agent.

Second: To eliminate the limitation on the quantity of malted barley flour and malted wheat flour which may be added to wheat flours covered by the definitions and standards of identity.

Third: To permit the use, as optional ingredients, of nontoxic enzyme-active ingredients of microbiological origin prepared from nonpathogenic organisms. These supplemental or alternate enzyme sources are principally prepared from mold brans.

The application was filed on behalf of the federation by Herman Fakler, its Washington representative and vice president.

The grounds for the request, as set forth in the application follow:

"Ammonium persulfate is primarily a flour and dough improving agent, but indirectly it improves color of bread crumb due to improvement in grain and texture of the crumb. A substantial portion of the wheat flour milling industry believes there is need for ammonium persulfate as an alternative optional ingredient. Furthermore, in the interest of the consumer, it seems desirable that the standards for these foods include as many competing ingredients as is reasonably practicable, provided, always, that such ingredients are useful and shown to be harmless. We believe that ammonium persulfate is useful, that there is a need for its use, and that it is harmless."

With regard to elimination of the limitation on the quantity of malted wheat and malted barley flour in wheat flour, the following grounds were specified in the application:

"In order to compensate for any natural deficiency of enzymes, malted wheat, malted wheat flour, malted barley flour, or any combination of these, may be used under the present definitions and standards of identity for flour and for whole wheat flour, but the amount of barley flour used is limited to a maximum of 0.25% in flour and whole wheat flour, and the amount of malted wheat flour is limited to 0.5% in whole wheat flour.

"Flour does not give its optimum baking characteristics unless the proper level of amylate activity is present in the wheat or added by means of supplements to increase the enzyme activity. During recent years most wheat flour has required the addition of such supplements to achieve the best baking quality. The present limitation of 0.5% malted wheat flour is too low for some whole wheat flours.

"Some millers prefer the use of barley malt flour because of the reported greater thermal stability of the alpha-amylase from malted barley. During the current crop year, particularly, 0.25% barley malt flour has not been found sufficient to give the desired increase in enzyme activity.

"Malted wheat, malted wheat flour, and malted barley flour are not and never have been used as diluents. Malted flours normally cost more than flour milled from unmalted wheat. More important, the addition of such supplements is self-limiting since, if too much of any of them is added, the baking characteristics of the flour to which they are added are unsatisfactory. Therefore, it is not considered necessary to limit such additions. Petitioner is prepared to offer evidence at the hearing to support the proposal to eliminate these limitations."

In requesting a change in the definitions and standards of identity to permit the optional use of enzyme sources other than malted grain flours, the federation's application stated:

"The enzyme-active concentrate of microbiological origin herein proposed serves, like malted grain flours in earlier usage, as an enzyme supplement to wheat flour. Its effects on wheat flour are somewhat similar to those produced by malted wheat or barley flour but recent work indicates that this particular enzyme concentrate has certain advantages among which the following points are prominent: (1) precise standardization; (2) precise control of amylase to protease ratio; (3) freer of specks and lighter in color; (4) superior handling characteristics of dough as well as greater tolerance with respect to 'floor-time,' proofing period, and temperature; (5) increased rate of gas production in doughs; (6) superior crust and crumb color, superior texture and better loaf volume, and overall better uniformity of bread quality.

"As in the case of malted grain flours, it is not considered necessary to limit the addition of enzyme concentrates from microbiological origin. However, if a 'ceiling' is deemed necessary, it is suggested that amounts up to 0.25% be approved."

Under federal regulations, 90 days must elapse between the filing for a hearing and the time such hearing is scheduled. The Federal Security Agency has not yet specified a time for the hearing.

Attack on ECA Appropriation Bill Forecast; to Be Handled Separately

WASHINGTON — Although congressional hearings on the Economic Cooperation Administration extension act were extremely harmonious a heavy gloom hangs over the big relief agency after it has been learned that Congress intends to bring up the ECA appropriations bill as a separate subject after the other major money bills have been handled.

The ECA gloom is attributed to this condition. It is expected that Congress may trim the other money bills to the bone, leaving the ECA appropriation to stand alone as the one big item which throws the budget out of balance. Earlier it had been hoped that the ECA appropriation measure would be thrown into a general omnibus measure which would not make the foreign aid request stand out in the sharp relief that will occur if the present congressional plans are carried out.

Already there are indications of the shape of the attack on the ECA money bill. Rep. John M. Vorys (R., Ohio) has urged that the ECA money be cut by $1 billion and that this cut be compensated by an authorization to the U.S. Department of Agriculture to ship $1 billion worth of surplus agricultural commodities to the ECA nations. This involves about two-thirds of the estimated ECA agricultural budget requirements for the 1950-51 period.

The House Foreign Affairs Committee March 20 approved a proposal by Rep. Vorys which authorizes the use of agricultural surpluses to the extent of $1 billion for foreign aid in lieu of a monetary grant of that amount as requested by ECA.

Should the Vorys plan be adopted it is seen that all grains, cotton, tobacco and other agricultural commodities, would have to be handled directly by Commodity Credit Corp., since it would be CCC supplies which would be used. Under those conditions there would be no need for the intervention of private trade.

While trade opposition, particularly from the influential cotton industry, is expected to head off the Vorys proposal there are other strong important economic objections which ECA officials see.

For example, if the ECA requirements for agricultural commodities were to be filled from USDA stocks, this purchasing power would be taken off the market with the result that as domestic demand fell prices in turn would drop thereby putting heavier quantities of these commodities under the loan programs. Commodities which are likely to be affected are cotton, wheat and corn. It would cost the same number of dollars, ECA officials say, even if the present inventory stocks of USDA are used to meet the foreign ECA requirements.

The Vorys proposal would hit most violently on the U.S. private grain export business, which has been slowly recovering its right to do business in world export markets. Up to a short time ago the U.S. grain export business was a CCC monopoly.

The center of the opposition to the ECA appropriation bill appears in the cotton state Senators, although those agricultural interests have been the largest beneficiary of ECA-financed exports. Another focal point of opposition has developed in the industrial areas of the East where ECA promotion of imports of foreign made industrial goods is hitting hard on local domestic industry.

Hike in Export Flour Sales Due; Italy, PMA, Quartermaster Buying

An upturn in export flour buying was in store for mills this week. Three major buyers were in the market, the Production and Marketing Administration, the U.S. Army quartermaster and the Italian government.

The Italian buying agent in Washington March 20 sent notices to mills with approved samples requesting offers of flour to be filed by 5 p.m., e.s.t., March 22. Italy intends to buy 7,000 long tons, or approximately 156,800 sacks, of maximum .5% ash, minimum 10.5% protein straights, for first half May shipment, basis Gulf or seaboard. Awards will be announced March 23.

The PMA bought 106,000 sacks of .48% ash, 10% protein straights for account of Austria March 21, and the quartermaster will buy on March 22, 77,750 sacks of maximum .7% ash enriched hard wheat flour for delivery at Gulf ports. The PMA purchase was made from Pacific Coast mills at an average price of $5 sack.

Importers in Jamaica procured 60,000 sacks of maximum 1% ash flour March 20. The price range on this business was $3.10@3.19 c.i.f., Kingston, Jamaica, after subsidy.

European interest is dull at present. The Netherlands has slowed down buying to near a halt, and there are indications that flour procurement might be nearing an end. Denmark is expected to be in the market soon, and agents in that country have requested mill connections in this country to furnish quotations on 80% extraction hard winter flour and .7% ash, 11% protein clears. Norway has not purchased any flour in the past week or two.

The only nation in Latin America which is buying flour at present is Puerto Rico. Cuban purchases have dropped off considerably, due to the fact that the reduced ocean freight rate has been extended through the month of April.

WAGNER BAKING CORP. REPORTS LOWER NET

1949 Net Earnings Listed at $300,723, Compared with $532,332 for Previous Year

NEWARK, N.J.—Net earnings of the Wagner Baking Corp. during 1949 have been reported at $300,723 equal to $1.11 a common share, compared with $532,332, or $2.21 a share, for the previous year.

Unprecedented weather last summer and fall, layoffs due to steel, coal and other strikes and competition from prepared cake and pie mixes—all were factors listed as reducing production of cakes, pies and other sweet bakery goods last year.

Price cuts in some of the company's selling areas were another reason for the 13% decline in sales last year. F. W. Birkenhauer, chairman of the board, told stockholders in his annual report. Nevertheless, he added, the number of customers of the company's products last year were substantially greater than in 1948.

The report noted a reduction of 1.6% in the cost of goods and services and a 1% decrease in taxes paid. These cuts, however, were said to be insufficient to cover the 3.2% increase in wages and salaries. Quarterly dividends last year totaled $1.

The company said it believes agricultural prices are stabilized to the point where this year's average costs should be lower than last.

"Barring a wave of further protracted costly labor disputes, business will be good this year," the report stated.

—BREAD IS THE STAFF OF LIFE—

90c SHARE EARNINGS FOR ST. REGIS PAPER

Roy K. Ferguson, President of Firm, Says Industry Experienced Year of Economic Readjustment

NEW YORK—The annual report of St. Regis Paper Co. and consolidated subsidiaries for the year ended Dec. 31, 1949, shows net sales at $127,335,591, compared with $162,672,926 in the preceding year.

Net income amounted to $5,478,203, equal, after preferred dividends, to 90¢ a share on the common stock outstanding, compared with $14,859,803, equal to $2.71 a share, in the preceding year.

Net working capital at Dec. 31, 1949, amounted to $41,344,760, compared with $42,839,318 at the end of the preceding year. The ratio of current assets to current liabilities increased from 3.16 at the end of 1948 to 4.56 at the end of 1949. In addition to the net working capital shown by the balance sheet, the company held marketable securities worth $6,910,772 at Dec. 31, 1949, market prices.

A feature of the balance sheet is a reduction in inventories to $22,192,594 from $30,610,643 at the end of 1948. This decrease of $8,418,049, or approximately 27.5%, practically all occurred in raw materials.

Roy K. Ferguson, president and chairman, in his remarks to stockholders, pointed out that 1949 was a year of adjustment to changed market conditions in the pulp and paper industry. The net effect of this upon St. Regis Paper Co., he states, was that its customers bought in smaller volume and at lower prices, adding "a partial curtailment of production was necessary, and as a consequence profits were reduced."

On the outlook, Mr. Ferguson states: "From an early point in 1950, it appears that industry at large has worked out many of its maladjustments that followed the war, and has returned to a more normal relationship between supply and demand. At the same time, the underlying current of demand for pulp and paper continues strong.

The multiwall bag division experienced a reduction in sales during 1949, along with other important bag manufacturers, it is indicated, largely because of unbalance in customers' inventories, although the basic demand for paper shipping sacks continued to grow. The report points out that new markets are opened up for this division by developing new papers, new coatings, new package construction and new machines for packing. It is added that the division is highly organized to build business this way in a field having considerable expansion possibilities.

—BREAD IS THE STAFF OF LIFE—

R. S. DARNALL RESIGNS LAMSON BROS. POST

KANSAS CITY—Rex S. Darnall, manager of the commodity department of Lamson Bros. & Co. Kansas City office, has announced his resignation effective immediately. Mr. Darnall will join the sales staff of the J. C. Nichols Co., Kansas City real estate firm.

Application has been made for the transfer of Mr. Darnall's membership on the Kansas City Board of Trade to E. F. Putnam, who has been named new manager of the department. Mr. Putnam formerly was associated with Goffe & Carkener, Inc., Kansas City.

—BREAD IS THE STAFF OF LIFE—

DIRECTORS OF GMI TO MEET IN BUFFALO

MINNEAPOLIS — Third "field" meeting of the board of directors of General Mills, Inc., will be held in Buffalo, N.Y., April 24-25, it has been announced. Directors will tour the flour mill and cereal plant, which together constitute General Mills' largest installation. Host at the meeting will be Harry C. Lautensack, president of the eastern division of the company, and honored guest will be Frank F. Henry, who retired from the board in 1949 after 30 years as a director.

—BREAD IS THE STAFF OF LIFE—

QUARTERMASTER BUYS SOFT WHEAT FLOUR

CHICAGO—The Chicago Quartermaster Purchasing Office announced March 20 the following purchases of enriched soft wheat flour for the U.S. Army:

800 sacks at $4.80, papers, Roanoke, (Va.) City Mills, Inc., to Bellbluff, Va.

600 sacks at $4.97, papers, General Mills, Inc., San Francisco, to Ogden, Utah.

U.K. BUYS WHEAT, FLOUR FROM AUSTRALIA

★

LONDON — Australia has sold Great Britain 600,000 tons of wheat and 100,000 tons of flour for August-January shipment under terms of the International Wheat Agreement. Prices were not disclosed, but were termed "satisfactory."

April Advertisement of Millers' Long Range Program

Millers to Feature "School Ad"

☆ ☆ ☆ ☆ ☆

Copy Directed at Mothers and Teachers

CHICAGO — The mothers and teachers of the nation's 36 million grade and high school children are literally being flagged down as a single market group by the latest advertisement of the Millers' Long Range Program.

Appearing in the April issues of True Story and Good Housekeeping, the advertisement features a statement on the millers' flagged symbol of "6-way nourishment" by Mrs. Thelma Flanagan, state supervisor of the Florida school lunch program and president of the School Food Service Assn., national organization of all school lunch officials. Referring to the prominent symbol, Mrs. Flanagan says:

"Those flags should be in every classroom"

In her position as supervisor of a state program and leader of the key national group, Mrs. Flanagan thus speaks with authority to the teachers and mothers concerned with the care and feeding of millions of children.

Good Habits Important

Her statement continues: "In our program involving the feeding of thousands of children every school day, we realize that good eating habits and good health are inseparable. The nutritional message of those flags should be learned early, for the importance of enriched bread and flour as daily sources of valuable nutrients needs to be emphasized."

Like all the millers' program advertising, the Flanagan statement and additional copy bear the seal of the Council on Foods and Nutrition of the American Medical Assn., and a council-accepted paragraph on calories versus nutrients in dieting.

Appearance of the "school ad" calls attention to the estimated $11-billion-a-year market in foods for children and teen-agers, as well as profitable school lunch business. Studies show that families with children spend 53% more than families without children for wheat flour foods and baked goods—an average of $2.47 a week as against $1.61 a week for childless households.

School Market Good

The school market in itself appears as a vitally important outlet for wheat flour foods. First, it represents an age group in which consumption is by comparison, extremely high. Second, it is important in long range thinking because it provides the opportunity to shape and train future families in habits of eating. As of Jan. 1, 47,750 schools were participating in the federal lunch program, feeding 7,300,000 children. Additional thousands of schools and millions of children are covered by the same program independent of federal aid.

Thus the new advertisement serves a double purpose. It reaches this vital segment of the American market for foodstuffs through influential mothers and teachers. At the same time it helps build future sales as bread-eating children grow into tomorrow's customers.

Reprints of the ad are available through the Millers National Federation.

FLOUR BUSINESS CONTINUES TO REFLECT SLOW DEMAND

Sales by Mills in Northwest, Southwest Below 50% of Capacity; Backlogs on Books Further Reduced; Export Interest Off

Flour sales reports from principal milling and flour distributing centers again this week emphasize the determination of most buyers to refrain from buying any more flour than they will actually need for a few weeks ahead. Sales by spring wheat mills and those in the Southwest averaged well below 50% of milling capacity last week. As shipments against old bookings continue to outstrip new bookings, the order backlogs of mills has been reduced well below normal, perhaps to 20 days' running time on the average. Outside of some government business, export flour buying interest matched domestic buying indifference.

EXPORT SALES SMALL; PMA IN MARKET

Export flour buyers failed to show any great interest last week. Jamaica bought a few small lots of low grades, including 30,000 sacks taken over the previous week end and 60,000 more March 18. The Production and Marketing Administration early this week was procuring 106,000 sacks of 72% extraction hard wheat flour for shipment to Austria in April. Great Britain and the Netherlands continued to ask for quotations, but few sales were reported.

SOUTHWESTERN SALES 46% OF CAPACITY

Sales by mills in the Southwest averaged 46% of capacity, compared with 36% the preceding week and 29% a year ago. Most of the business was for shipment within a few days. The size of orders placed by bakers was very small, limited to 600 to 2,400 sacks each. Most of the business was priced on the date of shipment, and only a few odd lots were for deferred shipment. Family flour business was insignificant, with shipments fair and prices unchanged. Clears were firm, with demand good for all grades.

SPRING MILLS SALES TOTAL AGAIN SMALL

Flour sales by spring wheat mills averaged 41% of capacity last week, compared with 31% the previous week and 80% in the comparable week of 1949. With shipments at a relatively high level, the backlog on mills' books was reduced to an estimated 20 days' running time. Buyers took only the quantities needed to maintain their operations, ignoring future requirements. Sales of family flour were light, although shipments on old orders were fairly good. Better millfeed credits enabled some mills to lower flour quotations slightly, but this did not prove sufficient stimulus to buyers.

DEMAND FOR FLOUR SLUGGISH IN EAST

In the metropolitan New York area flour bookings were in small units and widely scattered. Jobbers and small bakers, having filled their nearby requirements, sat back to await more favorable prices. Chain bakers were booked through April or May or were operating on a price-date-of-shipment basis. The only substantial sale was made to large independent baker. At Buffalo, sales volume was small, reflecting the buyers' inclination to operate on a hand-to-mouth basis.

Flour business continued very quiet at Boston. Bakers took only fill-in lots, preferring to keep their inventories small. Indications of a strong price trend made no impression on buyers. The same lack of buying interest was noted at Philadelphia. Bakers are using up stocks on hand, while those in need of supplies booked only small amounts. Some larger operators tested the market with offers 25¢ sack below posted quotations, but these generally were shunned by sellers. However, some price shading was reported. At Pittsburgh, only price concessions induced flour sales, which were limited again. Bakers reported a slight improvement in sales of sweet goods. Family flour sales were termed satisfactory. Shipping directions improved.

SMALL LOTS SOLD IN CENTRAL STATES

Extreme dullness marked flour trade in Chicago, with sales confined to one and two carlot orders for quick shipment. No interest whatever was shown in round lot purchases as the stronger wheat market trend increased the buyers' resistance to bookings. Directions slowed. At St. Louis, more active sales of small lots were reported, along with a pick-up in shipping orders. In other central states milling centers, however, buyers remain cautious. Only clears are in good demand, but mills are inclined to hold back supplies for indicated government business.

PACIFIC NORTHWEST TRADE STILL QUIET

Business remains quiet for mills in the Pacific Northwest. Bookings at Seattle were for fill-in purposes. Domestic business showed a slight improvement at Portland, but export sales were very small. Mills submitted bids on the Production, and Marketing administration business, hoping to improve operations somewhat.

SOUTHERN BUSINESS HELD TO NEARBY

Flour sales were slow in the South as demand remained sluggish. Buyers showed no inclination to follow price advances. Small quantities of hard winters were sold for replacement, and in some cases carlot buyers took l.c.l. shipments. Sales of northern springs improved in relation to hard winters, however. Soft wheat flours also were bought for replacement only, with central states types getting the largest share of the business. Shipping directions decreased.

FLOUR PRODUCTION SHOWS INCREASE

Flour production shows an increase of 19,138 sacks from the preceding week. Output of the mills reporting to The Northwestern Miller, representing 72.6% of the total flour production in the U.S. during November, the latest month for which census figure are available, amounting to 3,132,577 sacks compared with 3,113,439 in the previous week and 3,154,529 in the corresponding week of a year ago. Two years ago the figure was 3,078,720 and three years ago 4,097,030 sacks. Northwest flour production showed an increase of 2,395 sacks. Southwest production increased 84,488 sacks. Buffalo production decreased 55,902 sacks. Central and Southeast 2,904 and North Pacific Coast 8,939 sacks.

—BREAD IS THE STAFF OF LIFE—

DES MOINES FEED, GRAIN MEN HEAR WILLIS C. THEIS

DES MOINES—Willis C. Theis, Simonds-Shields-Theis Grain Co., Kansas City, spoke on "Grain Conditions Today" before the Des Moines Feed & Grain Club here recently.

MILLFEED MARKET MAKES NEW CLIMB

Bran in Tight Supply; Quotations $2@3 Higher as Demand Expands

Millfeed prices are higher again, following the minor recession early last week. Bran is scarce and supplies of other types also are fairly tight. Prices are $2@3 higher than those quoted a week ago, with demand from the formula feed industry brisk.

Formula feed business expanded further this week as dealers continued to anticipate the spring requirements of their customers. Poultry feeds, chick starters and dairy feeds were booked in larger quantities.

Rations for turkey poults also moved in larger volume, but hog feed sales continued slow. The best sales were reported on poultry feeds in the Iowa territory.

The index of wholesale feedstuffs prices for the country as a whole, compiled by the Production and Marketing Administration, stood at 208.7 as of March 14, down 2 points for the week. The feed grain index was 189.7, up 2 points.

Plants in the area are working full time, some on eight hour a day schedules, five days, others at 16 hours. A few have added Saturday schedules, and at least one firm expects to run 24 hours through next week.

Formula feed sales in the Southwest continued to improve last week. Hog and poultry feed sales, as well as dairy feed, held to a good volume, and added to this was the increased rate of chick starter and builder purchasing.

Carlot business was good, and open weather has maintained a satisfactory dock business. Most bookings by dealers continued to be for nearby shipment, although prices were firm and quotations were up 50¢@$1 ton this week.

The recent rate of production has been the best of the new calendar year. Output was fair in the months of January and February, but starting in early March production began to show improvement, and in a number of instances additional workers were required to meet shipping schedules.

Millfeed production by mills, in the Northwest, the Southwest and at Buffalo, representing 75% of the combined flour milling capacities of those areas amounted to 48,689 tons last week, according to figures compiled by The Northwestern Miller. Production for the current week compares with an output of 47,646 tons in the week previous and 46,850 tons in a similar period a year ago. Crop year production to date totals 1,886,992 tons as compared with 2,094,884 tons in the corresponding period a year ago.

—BREAD IS THE STAFF OF LIFE—

ELEVATOR PLANNED

TUCUMCARI, TEXAS—Construction of a 250,000-bu. grain elevator here will start immediately, Don Fleming, commercial livestock feeder has announced. The building will be adjacent to Mr. Fleming's feed mixing plant. This is the second announcement of grain storage expansion here in recent weeks. The Farmers Cooperative Assn. proposes to add 100,000 bu. of storage to its facilities.

Detailed reports of sales activity in the principal flour markets in the U.S. will be found on page 42.

Semolina Sales Spotty as Demand for Macaroni Remains Satisfactory

Demand for durum granulars and semolina is quiet, with buying continuing in somewhat the same pattern that has been followed for several weeks. Most manufacturers of macaroni and noodle products are purchasing fill-in supplies from time to time rather than placing forward shipment orders.

However, some differences in the sales situation are noted in various sections of the country. Business is particularly slow throughout the Midwest, but sales in the East are holding up fairly well.

Demand for macaroni and noodle products is still reported good by eastern trade sources, resulting from Lenten season requirements.

Quotations on standard semolina March 20 at $5.70@5.85 sack, bulk, Minneapolis, were 5@15¢ lower than the previous week. Premiums for fancy milling quality durum wheat eased 2@3¢ during the past week, amounting to about 10¢ over the May future March 20.

Shipping directions on semolina declined and production slipped back to 68% of capacity, compared with 72% the previous week. The backlog of orders on mills' books remains fairly good, averaging an estimated 60 days' running time.

Durum wheat prices delivered at Minneapolis, March 18, were as follows:

Fancy 1 Hd. Amb. or better	[illegible]
Choice 2 Amber or better	[illegible]
Choice 3 Amber or better	[illegible]
Medium 2 Durum or better	[illegible]
Medium 3 Durum or better	[illegible]

DURUM PRODUCTS OUTPUT

Durum products output as reported to The Northwestern Miller by mills representing approximately 100% of the total U.S. durum capacity, in sacks with comparisons, percentages of capacity based on five-day week:

	No. mills	5-day wk. capacity	Wkly. production	% of capacity
March 13-18	[illegible]	[illegible]	[illegible]	[illegible]
Prev. week	12	[illegible]	*[illegible]	72
Year ago	12	[illegible]	[illegible]	[illegible]

	Crop year production
July 1, 1949-March 18, 1950	[illegible]
July 1, 1948-March 18, 1949	[illegible]

*Revised.

Wheat Futures Markets Show Further Gains; Premiums Dip

New Export Business, Renewed Concern Over Lack of Moisture in Southwest Affect Prices

Bullish sentiment continues to dominate wheat futures markets. A few mild recessions were recorded during the week, but a comparison of quotations for March 20 and those of a week earlier shows higher levels for almost all deliveries at the principal markets. Considerable export business was transacted during the week, and while some relief from the dry weather was received in the Southwest, the moisture was not considered adequate. Cash wheat premiums tended to decline as futures advanced, and net cash values generally are lower. The Chicago March delivery is about unchanged from last week, but Kansas City March receded about 3¢, a notable exception to other market changes.

Closing quotations for wheat futures at leading markets March 20 were: Chicago — March $2.31½@2.31⅝, May $2.21⅝@2.21¾, July $1.97⅝@1.97¾, September $1.98⅛@1.98¼, December $2.00½@2.00⅝; Minneapolis — May $2.23⅛, July $2.15¼, September $2.00⅝; Kansas City—March $2.22¼, May $2.17⅝, July $1.93¼, September $1.93⅝.

Exports Improve

Lifting of hedges against export wheat sales and heavy short covering against the rising market contributed to last week's advances, along with renewed concern about progress of the winter wheat crop. Exports last week included two cargoes to Holland, a million bushels to Portugal, two full cargoes to the U.K. and Ireland and smaller parcels to Italy, Belgium and Norway. Much of the buying was done on the West Coast, where the subsidy set-up is more advantageous to importers. Also CCC buying was stepped up at Portland.

Supplies of U.S. wheat remaining March 1 for milling, export or carryover totaled approximately 707 million bushels, compared with 604 million bushels March 1, 1949. Wheat milled for flour July through February this season was nearly 70 million bushels under last season and totaled a little under 358 million bushels. Exports of wheat through February were about 64 million bushels short of last season and totaled a little under 185 million bushels. About 25 million bushels less wheat were estimated used for feed and seed this year compared with last season.

Exports of wheat and wheat products totaled 212,043,000 bu. through February, 140,573,000 bu. less than a year ago. Exports of coarse grains increased during the period, however.

World production of bread grains in 1949 is now placed at 235 million short tons, on the basis of information available to the Office of Foreign Agricultural Relations. This is slightly above the prewar average of 229 million tons, but slightly less than the large crop of 239 million in 1948. The wheat outturn in 1949 is placed at 6.2 billion bushels, compared with the average of 6 billion bushels, and a 1948 crop of 6.4 billion. Rye production at 1,690 million bushels appears to be slightly below the prewar average of 1,734 million bushels, but above the 1948 production of 1,670 million.

Spring Wheat Weaker

Receipts of cash wheat remained light with only 763 cars at Minneapolis and 736 at Duluth. Although open market offerings were light, they were more than sufficient to meet the slow demand which prevailed, and premiums were 1¢ lower on wheat in the 12 to 14% protein bracket, and 2¢ lower on 15 and 16% protein lots. Ordinary protein No. 1 dark northern spring quoted at 4@5¢ over the Minneapolis May price. Twelve per cent protein was quoted at 5@7¢ over May, 13% protein 6@9¢, 14% protein 10@13¢, 15% protein 13@16¢, 16% 17@21¢ over May. To-arrive bids averaged 1¢ under the spot trading basis. Average protein content of the hard red spring wheat tested at Minneapolis during the week was 13.80% and the durum 13.04%.

The cash durum situation showed independent weakness. Offerings were somewhat larger, and demand was slow. As the week ended No. 1 and 2 hard amber durum, fancy milling quality, had declined to 9@10¢ over the May price, No. 1 and 2 amber durum of choice milling quality was worth 4@8¢ over, and No. 1 and 2 durum of medium milling quality 2¢ under to 5¢ over May. No. 1 red durum was nominally 10@9¢ under.

The following table shows the approximate range of cash spring wheat values at Minneapolis March 18:

For Dry Sound Wheat

1 DNS or NS 58 lb.	$2.24⅝@2.31⅝
12.00% Protein	2.25⅝@2.27⅝
13.00% Protein	2.28⅝@2.29⅝
14.00% Protein	2.30⅝@2.33⅝
15.00% Protein	2.33⅝@2.36⅝
16.00% Protein	2.36⅝@2.40⅝

1¢ Premium for Heavy

Grade Discounts

Test weight—1¢ each ½ lb. to 58 lb.
Damage—1¢ each 1 to 5% over 2%.

K. C. Premiums Weaken

A good portion of the spread between cash wheat values and the May future at Kansas City was wiped out last week when the basic future advanced 2¢ and premiums for the cash article declined 3½@4½¢. Demand was only fair for cash wheat throughout the week, and very few mills participated in any buying. Most mills have been trimming wheat stocks to bring them more in line with the general trend of price-date-of-shipment flour buying. Premiums for No. 1 ordinary dark and hard winter wheat dropped from 11@13½¢ over May a week ago to 7½@9¢ over March 20. Mark-ups for 12% protein were down to 7½@10¢ over and 13% protein declined to 7½@12¢ over. The low for the May future last week was $2.15, but the future closed at $2.17⅝ March 20.

The following table shows the approximate range of cash wheat prices at Kansas City, March 18, protein content considered:

No. 1 Dark and Hard	$2.13½@2.34½
No. 2 Dark and Hard	2.12½@2.33⅝
No. 3 Dark and Hard	2.20⅝@2.30⅝
No. 4 Dark and Hard	2.19⅝@2.27⅝
No. 1 Red	2.18 @2.20⅝
No. 2 Red	[illegible]
No. 3 Red	2.23 @2.29½
No. 4 Red	2.21 @2.28½

At Fort Worth ordinary No. 1 hard winter wheat was reported selling March 20 at $2.46@2.47, delivered Texas common points, with 13% protein at 1¢ premium. Offerings are moderate, with demand fair.

Pacific Trade Active

There was more activity in the grain trade of the Pacific Northwest last week than for many months. There was a broad export demand with many inquiries in the market for both white and red wheats. A full cargo of white wheat was sold to the U.K., and an estimated 3,000 tons in parcel lots was sold to Italy, U.K., Belgium and Norway. Belgium took 1,500 tons of red wheat. In addition, the CCC bought over 3 million bushels in less than a week. This filled up the requirements of CCC, and the agency withdrew late March 16. Buyers paid as high as $2.26 bu. for ordinary soft white wheat at the peak, and as this was well over the loan, they obtained plenty of wheat from farmers. Millers withdrew at the high levels and were not interested. Toward the close soft white prices fell 1¢ bu. to $2.25.

Crop conditions are normal. Rainfall this month is ample, and mild growing weather prevails.

CURRENT FLOUR PRODUCTION

★ ★ ★ ★ ★

A Statistical Service Provided Continuously for Readers of The Northwestern Miller for More Than Half a Century

WEEKLY FLOUR PRODUCTION, IN SACKS (CWT.)

Flour production in principal manufacturing areas by mills reporting currently to The Northwestern Miller, with relationships of production to capacity and to the total estimated output of all mills in the U.S. expressed in percentages:

	Mar. 12-18, 1950	*Previous week	Mar. 13-19, 1949	Mar. 14-20, 1948	Mar. 16-22, 1947
Northwest	561,576	611,131	488,196	711,356	1,058,564
Southwest	1,175,364	1,180,794	1,207,481	1,262,578	1,542,618
Buffalo	494,552	549,818	608,750	577,004	601,487
Central and Southeast	507,731	511,855	518,867	531,459	516,366
North Pacific Coast	190,911	158,554	279,068	243,976	372,560
Totals	3,133,277	3,113,439	3,144,629	3,376,720	4,097,830
Percentage of total U.S. output	73.5	72.5	71	69	67

*Revised.

	Percentage of capacity operated in 5-day week: Mar. 12-18, 1950	Previous week	Mar. 13-19, 1949	Mar. 14-20, 1948	Mar. 16-22, 1947	Crop year flour production July 1 to: March 18, 1950	March 19, 1949
Northwest	66	68	62	68	101	26,173,295	28,088,269
Southwest	76	73	74	79	100	43,914,897	55,484,168
Buffalo	82	91	76	68	93	19,974,608	20,182,784
Central and S.E.	64	65	66	75	91	18,554,177	21,143,785
No. Pacific Coast	49	55	72	73	114	9,134,891	13,812,473
Totals	71	78	71	72	94	118,944,949	137,703,373

SOUTHWEST

Kansas City

	5-day week capacity	Flour output	% activity
March 12-18	404,720	306,756	76
Previous week	404,720	284,090	70
Year ago	404,720	290,948	75
Two years ago	374,820	265,871	71
Five-year average			76
Ten-year average			74

Wichita

	5-day week capacity	Flour output	% activity
March 12-18	113,800	95,467	89
Previous week	118,800	113,174	95
Year ago	114,800	68,232	60
Two years ago	118,800	91,878	77
Five-year average			78
Ten-year average			73

Salina

	5-day week capacity	Flour output	% activity
March 12-18	100,200	83,735	90
Previous week	100,200	91,147	91
Year ago	100,200	91,915	92
Two years ago	100,200	88,310	88
Five-year average			86
Ten-year average			80

55 Representative Mills Outside of Kansas City, Wichita and Salina

	5-day week capacity	Flour output	% activity
March 12-18	1,012,100	787,304	78
Previous week	1,001,100	711,885	71
Year ago	1,001,400	747,249	75
Two years ago	944,400	806,011	84
Five-year average			76
Ten-year average			74

CENTRAL AND SOUTHEASTERN

Mills in Illinois, Ohio, Michigan, Indiana, Kentucky, North Carolina, Tennessee, Virginia, Georgia and eastern Missouri:

	5-day week capacity	Flour output	% activity
March 12-18	780,114	507,731	65
Previous week	780,114	*510,835	65
Year ago	788,964	518,567	65
Two years ago	708,464	531,459	75
Five-year average			69
[illegible]			65

*Revised.

NORTHWEST

Minneapolis

	5-day week capacity	Flour output	% activity
March 12-18	352,000	255,896	73
Previous week	351,180	*237,955	67
Year ago	379,900	329,186	88
Two years ago	379,380	263,401	70
Five-year average			78
Ten-year average			84

*Revised.

Principal interior mills in Minnesota, including Duluth, St. Paul, North Dakota, Montana and Iowa:

	5-day week capacity	Flour output	% activity
March 12-18	544,400	305,123	56
Previous week	544,400	*361,207	67
Year ago	642,400	459,000	71
Two years ago	665,400	448,187	78
Five-year average			66
Ten-year average			69

*Revised.

BUFFALO

	5-day week capacity	Flour output	% activity
March 12-18	600,600	494,635	82
Previous week	600,600	*549,853	91
Year ago	600,600	608,750	76
Two years ago	601,100	577,004	86
Five-year average			74
Ten-year average			73

*Revised.

PACIFIC COAST

Principal mills on the North Pacific Coast:

Seattle, Tacoma and Interior Washington Mills

	5-day week capacity	Flour output	% activity
March 12-18	215,600	143,263	59
Previous week	242,000	*141,312	58
Year ago	242,000	180,213	74
Two years ago	223,320	159,759	72
Five-year average			74
Ten-year average			71

*Revised.

Portland and Interior Oregon Mills

March 12-18	148,400	47,753	33
Previous week	148,400	57,642	39
Year ago	148,400	98,796	67
Two years ago	148,000	106,213	76
Five-year average			73
Ten-year average			75

MILLFEED OUTPUT

Production of millfeeds, in tons, for the current and prior two weeks, together with season total of (1) principal mills of Nebraska, Kansas and Oklahoma and the cities of Kansas City and St. Joseph; (2) principal mills of Minnesota, Iowa, North Dakota and Montana, including Minneapolis, St. Paul and Duluth-Superior; (3) mills of Buffalo, N.Y. Production computed on the basis of 72% flour extraction.

	Southwest* Weekly production	Southwest* Crop year to date	Northwest* Weekly production	Northwest* Crop year to date	Buffalo† Weekly production	Buffalo† Crop year to date	Combined** Weekly production	Combined** Crop yr. to date
March 12-18	23,834	989,114	12,468	539,253	10,622	459,124	43,889	1,986,991
Previous week	24,114		‡12,582		‡10,959		‡47,644	
Two weeks ago	25,197		13,733		10,897		49,827	
1949	24,613	1,138,843	12,253	511,987	8,884	494,134	46,529	2,084,884
1948	25,361	1,161,440	14,822	558,520	6,163	394,620	47,845	2,176,440
1947	23,228	1,050,971	18,812	603,644	10,829	362,018	61,694	2,066,473
1946††	28,866	1,993,168	14,797	868,917	8,535	399,582	42,698	2,972,735
Five-yr. average	25,432	1,058,831	14,884	619,824	9,149	332,774	49,834	2,009,611

*Principal mills. **72% of total capacity. †All mills. ††80% extraction basis effective March 1 to Sept. 1, 1946 (21 lb. millfeed accepted as yield of 100 lb. flour). ‡Revised.

Wheat Acreage Reduction Indicated

1,185-MILLION-BUSHEL CROP SEEN; ABOVE 1949 HARVEST

Spring Wheat Acreage May Be Off 12.6%—5-Million-Acre Drop in Corn Plantings Indicated—Shift from Corn to Soybeans Forecast

WASHINGTON—The 1950 wheat crop is now estimated at 1,185 million bushels, compared with a 1949 harvest of 1,146 million bushels.

Winter wheat acreage was reduced by 15% from last year, and the prospective spring wheat acreage is off 12.6%, according to the U.S. Department of Agriculture report on prospective plantings.

In arriving at the 1950 wheat crop estimate of 1,185 million bushels, officials figure spring wheat yields at an average for the years 1944-48.

Sharp Wheat Acreage Drop

All spring wheat acreage is reported at 19,727,000—providing a total all wheat acreage of 72,750,000, compared with 84,931,000 in 1949. Spring wheat area production based on 1944-48 yields should be approximately 300 million bushels, USDA says, giving a 1950 wheat crop of 1,185 million bushels.

The overall wheat reduction is indicated at 14% below 1949, but USDA officials say a relatively high production can be expected because most of the land taken from production is in the marginal areas.

The estimated total wheat acreage is reported "slightly below" the national acreage set by the government.

Total acreage sown to all spring crops, including hay, in 1950 shows an increase from 274.2 million acres in 1948 to 277.9 this year. In terms of total acreage, this increase is offset by the sharp decline in winter and spring wheat acreage.

The first indication of the plans of farmers for the current crop year, as forecast in the first official crop report of USDA, indicates that agricultural producers are squirming around in the tightening production straightjacket and are not too closely following crop acreage allotments even though the penalty for noncompliance means ineligibility for price support.

Corn Production

Corn production in the commercial Corn Belt will exceed the government acreage restrictions, according to the report, falling short of reductions by nearly 50%. There has also been noncompliance indicated in the noncommercial corn area, which is not subject to crop acreage restriction penalties.

In December, USDA ordered a corn acreage allotment of 46,246,973 acres for the commercial corn area. This represented a reduction of approximately 19.7%. On a national basis the government recommended an acreage reduction of 12.9%.

Corn producers have responded as of March 1, 1950, with an indicated 5.9% reduction, most of which has been reflected in reports from the commercial corn states. But even in these states the intended reductions are short of government orders.

The indicated acreage for corn was reported at 82,765,000, compared with the government's goal of about 76,600,000. Last year's corn acreage was 87,910,000, compared with the 10-year average of 89,825,000.

Such an acreage would produce a corn crop of 2.8 billion bushels if acre yields equalled a recent five-year average. This compares with last year's near-record crop of 3,377,000,000 bu.

In the major corn producing states, farmers' intended acreage plans reveal that cutbacks will vary from 12% in Illinois and 13% in Iowa to 6% in Missouri and 8% in Kansas. Sharp corn acreage gains are reported in Texas and Oklahoma, which have expanded acreage by 21% and 15%, respectively, over 1949. Likewise, in the Southeast, from North Carolina along the Gulf region and into Mississippi, acreage gains are reported.

This trend points up the growing problem from acreage restrictions in the commercial Corn Belt, which is that area against the rest of the nation.

Further Reduction Seen

Grain branch officials believe that, when actual acreage allotments are known in the commercial corn area, there will be a further reduction in plantings. In issuing the March 1 report, the Crop Reporting Board of USDA admits that exact knowledge of acreage allotments were not known in the commercial corn area.

On the other hand, trade observers say hog-corn farmers will ignore acreage allotments and continue to plant the amount of corn they estimate for their immediate needs for the number of hogs they intend to raise this coming year.

On balance, while these farmers are not interested in price supports for corn, it might develop that the cash corn farmer will be in better compliance than the crop report would indicate.

As of the March 1 report, the major corn producing states as individual units are ineligible for price support.

The corn acreage increases in Texas and Arkansas reflect, according to analysts, the switching of farmers from acreage-controlled cotton to corn, which is not controlled in their counties.

Soybean Acreage

Soybean acreage expansion fell below the melancholy estimates of USDA, where the most conservative guess was for an increase in harvested acreage this year by 40%. The report now shows that soybean production in planted acreage will exceed that of last year by only 18.3%.

Here again the increased acreage is shown in the cotton belt states of Arkansas and Mississippi, with increases of 80% and 35%, respectively. Another large soybean expansion is reflected in commercial corn-acreage-controlled areas of Iowa, where farmers reveal intention of expanding soybean acreage by 20%. In Minnesota, soybean acreage intentions show an increase of 55%, making that state the fourth largest potential producer of beans. Illinois soybean producers indicate intentions to expand acreage by 13%.

USDA officials, surprised by the soybean acreage intention report, now feel that, when the actual acreage allotments by farms are known in the Corn Belt there will be a marked decline in corn acreage and a corresponding increase in soybean acreage.

Adjustments in farmers' plans have set up a cross-movement between crops. While soybean acreage is on the upturn, flax production will be off 22.5%.

While there is some indicated reduction in corn production, there is an overall increase in feed grain acreage, with sharp increases in barley and grain sorghums. Barley production indicates an increase of 23.8%, and sorghums will be up 23.9%. Farmers may boost oats output by 7.7%.

Shift to Feed Grains

A quick appraisal of the broad aspects of the March 1 report indicates that farmers are taking USDA statements at face value and are shifting their production into feed grain supplies to meet a livestock economy trend. At the same time, it is indicated that farmers move from restricted crops into nonrestricted crops in order to get the full output from their acreage.

In regard to corn acreage intentions, one PMA official commented that, if producers hold to the levels indicated by this report and yields per acre continue on the recent high levels, marketing quotas will be necessary for the 1951 corn crop.

The total feed grain acreage will be expanded by nearly 4 million acres, the crop report shows, but this total increase will not be reflected in a total feed tonnage increase since part of the corn acreage increases are in normally low yielding states, and tonnage will not be increased proportionately in oats and barley or sorghum expansion. USDA estimates that the feed grain tonnage will on balance be reduced in 1950 from 126 million tons in 1949 to approximately 113.5 million.

The crop reporting board reflects PMA opinion in regard to possible shifts in farmers' intentions once acreage allotments are known for individual farms. The report states, "One factor difficult to evaluate is a possible further effect of acreage allotments for several crops when they become known for individual farms."

Later in the report the Crop Reporting Board says that individual corn acreage allotments had been given only to farmers in a few of the commercial area counties by March 1 but that it was widely known that substantial reductions in acreage would be necessary to qualify for price support.

The prospective plantings of important crops and last year's plantings, respectively, by major-producing states included:

CORN

Pennsylvania, 1,314,000 acres, compared with 1,362,000 last year; Ohio, 3,327,000 and 3,627,000; Indiana, 4,293,000 and 4,772,000; Illinois, 8,128,000 and 9,240,000; Iowa, 9,831,000 and 11,324,000; Michigan, 1,614,000 and 1,798,000; Wisconsin, 2,316,000 and 2,431,000; Minnesota, 4,941,000 and 5,082,000; Missouri, 4,133,000 and 4,394,000; North Dakota, 1,234,000 and 1,239,000; South Dakota, 4,049,000 and 4,191,000; Nebraska, 6,471,000 and 7,434,000; Kansas, 2,390,000 and 2,198,000; Kentucky, 2,252,000 and 2,196,000; Oklahoma, 1,383,000 and 1,202,000; Texas, 3,141,000 and 2,598,000; Colorado, 653,000 and 798,000.

SPRING WHEAT

Minnesota, 958,000 acres, compared with 1,114,000 last year; North Dakota, 6,781,000 and 7,796,000; South Dakota, 3,046,000 and 3,713,000; Montana, 3,087,000 and 4,130,000; Idaho, 318,000 and 515,000; Colorado, 122,000 and 229,000; Washington, 177,000 and 257,000; Oregon, 167,000 and 297,000.

DURUM WHEAT

North Dakota, 2,545,000 acres, compared with 3,234,000 last year, and South Dakota, 216,000 and 368,000.

OATS

Pennsylvania, 428,000 acres, compared with 862,000 last year; Ohio, 1,291,000 and 1,373,000; Indiana, 1,532,000 and 1,342,000; Illinois, 4,024,000 and 3,944,000; Michigan, 1,598,000 and 1,614,000; Wisconsin, 2,980,000 and 3,030,000; Minnesota, 5,379,000 and 5,027,000; Iowa 6,474,000 and 6,417,000; Missouri, 2,143,000 and 2,121,000; North Dakota, 2,413,000 and 1,818,000; South Dakota, 3,587,000 and 3,101,000; Nebraska, 2,912,000 and 2,488,000; Kansas, 1,448,000 and 1,814,000; Oklahoma, 1,348,000 and 961,000; Texas, 1,626,000 and 1,466,000.

BARLEY

Minnesota, 1,494,000 acres, compared with 1,097,000 last year; North Dakota, 2,445,000 and 1,912,000; South Dakota, 1,420,000 and 1,226,000; Nebraska, 349,000 and 241,000; Montana, 888,000 and 811,000; Colorado, 371,000 and 375,000; California, 2,187,000 and 2,083,000.

SOYBEANS

Ohio, 1,010,000 acres, compared with 992,000 last year; Indiana, 1,724,000 and 1,576,000; Illinois, 3,760,000 and 3,327,000; Minnesota, 1,138,000 and 734,000; Iowa, 1,571,000 and 1,299,000; Missouri, 1,022,000 and 997,000; Kansas 306,000 and 210,000.

FLAXSEED

Minnesota, 1,319,000 acres, compared with 1,591,000 last year; North Dakota, 1,647,000 and 1,551,000; South Dakota, 349,000 and 773,000; Texas, 230,000 and 360,000; California, 68,000 and 197,000.

——BREAD IS THE STAFF OF LIFE——

TWO-DAY MEETING FOR DISTRICT 7 OF AOM

OKLAHOMA CITY—District 7 of the Association of Operative Millers will hold a two-day meeting March 24-25 at which bulk storage, dust control, wheat selection and vacuum cleaning will be the principal topics of discussion. Election of district officers also will take place at the meeting which will be in the Oklahoma Biltmore Hotel.

A panel composed of Warren F. Keller, Harvest Queen Mill & Elevator Co., Plainview, Texas; S. F. Willits, Tex-O-Kan Flour Mills Co., Dallas; Albert J. Mayer, Russell-Miller Milling Co., Dallas, and Jerry Jobe, Ada (Okla.) Milling Co., will examine the topic, "Bulk Storage, Blending and Daylight Packing."

A round table discussion to be led by Rolfe Frye, Bewley Mills, Inc., Ft. Worth, will follow. On March 25 J. V. Denmark, H. Dittlinger Roller Mills, New Braunfels, Texas, will speak on vacuum cleaning in flour mills and wheat selection and handling will be discussed by Raymond Sirkel, Arrow Mills, Inc., Houston.

The meeting will close with a banquet and entertainment program during the evening of March 25.

——BREAD IS THE STAFF OF LIFE——

COTTON GOODS INDEX 17.65

Bemis Bro. Bag Co.'s cotton goods index, a composite figure reflecting wholesale price of principal cotton cloth used in bag making expressed in cents a yard of cloth, is 17.65, compared with 17.02 a year ago. The Bemis composite figure reflecting duty paid for early shipment from Calcutta of lightweight and heavyweight burlaps expressed in cents a pound of cloth is 25.25 compared with 26.20 a year ago. The current index is based on Calcutta ceiling prices plus a permitted 5% commission.

WHY 60%

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Human hands don't touch your flour . . . when it's packed in St. Regis Multiwalls by a St. Regis Valve Bag Packer.

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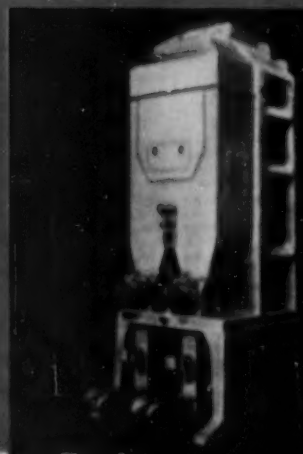

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Photographic Print suggested by "The Angelus," painted in 1859 by Jean Francois Millet

". . . . a Fervent Prayer at Eventide"

Let us stand thankful in a moment of quiet meditation. (*Remember—there is little to be thankful for in some parts of the world.*)

Let us thank God for a concept of freedom that permits even the lowliest soul to rise in glory with a prayer of joyous jubilance. (*—in some countries governmental experiments are turning to ashes, resulting in confusion and fear.*)

Let us thank God for our American freedom of thought and choice and will—and give us strength to cradle it and guard it and protect it tenderly. (*—for there are those amongst us who would tear it asunder.*)

Let us thank God we have not yet fallen into the dangerous ways of half-truths and tempting short-cuts to Utopia. (*But it's later than we think. Certain forms of Socialism and other "isms" stalk in our midst, masked under innocent-sounding names.*)

Let us thank God we have vision enough to strengthen and fortify our American way of life so we may continue to glean the resultant blessings. (*If we give up our freedom we give up our America. We give up everything.*)

Let us thank God we can still till our soil and gather our harvests according to our own designs, free from meddling, muddling man-made "plans." (*If we think clearly—if we fight, we can preserve our hard-won freedom.*)

• • •

We at Cargill are deeply thankful for the American enterprise system. It gives us the freedom, the *incentive*, to do a better job for you—to devise new and more economical methods of handling your grains—to produce better seeds for you to grow—to make better feeds for your livestock and poultry.

Let's all of us be thankful, yet vigilant. Let's all of us count our blessings, yet keep our eyes on the dark corners for the freedom-stealing signs of the "isms."

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GROCERY PRODUCTS NEWS

Grocery Products Sales Council Plan Praised by Mill Executives

The Grocery Products Sales Council plan for increasing sales of family flour is a "progressive plan aimed at doing something which everyone knows needs doing," an Oklahoma mill executive declares.

W. M. Skidmore, general sales manager, Yukon (Okla.) Mill & Grain Co., said recently that plans for the council—for which additional members are now being sought—provides the first constructive program for industry-wide promotion of family flour that he has seen in 13 years in the business.

The promotion, to be supported by mills joining the sales council, is to be carried out in the South and Southeast.

"Wherever millers gather, pessimism over family flour's future is expressed," Mr. Skidmore said. "Isn't it about time to at least make an attempt to do something about this part of our business?

"I disagree with those who feel that nothing can be done, that family flour is doomed. Rather, I feel that there is hope for the future if—and this is a big if—millers will quit holding a wake and get busy.

Called a Good Start

"If mills want more family flour volume, it won't be gotten by wishing or by a lot of griping and talk about the 'good old days.' We might just as well get started doing some constructive work, and I think GPSC is a good start. Of course, it isn't a perfect plan, but it is a definite beginning in the right direction."

Mr. Skidmore pointed out that surveys show family flour is used in almost every home and that population increases more than offset declines in flour consumption in recent years.

The sales council plan, he continued, aims at the heart of the family flour merchandising problem—which is the "apathy of retail and wholesale grocers." No matter how much a mill may spend on consumer advertising, lack of interest at point-of-sale weakens the advertising program, he said.

W. M. Skidmore

Advantages Listed

Mr. Skidmore listed these points in favor of the GPSC plan:

1. It is a progressive plan aimed at doing something which everyone knows needs doing.

2. It is a "low-cost" plan adaptable to the largest, as well as the smallest, mill producing family flour.

3. It interferes with no existing campaigns in the industry but complements them.

4. It is usable by the heavy advertiser or by the non-advertiser and will benefit either without change in policy.

5. It is flexible to the extent that a large amount of money can be spent by a mill following through and promoting the plan to the nth degree—yet a mill can participate and receive real benefits with no expenditure above the 1¢ per sack basic assessment.

6. It strikes at the heart of the problem—the retail outlet. Brand advertising to consumers is surely increased in efficiency by display at point-of-purchase and by merchant interest and support. Consumer advertising is the problem of the individual mill—awakening of retailers' (and wholesalers') interest in flour is basic to the GPSC plan. A combination of these things is bound to develop a potent force.

7. It provides a limited amount of research and retail grocery trade paper advertising. True, the amount is small but it is much more than the average miller would feel justified in spending for these things.

8. It provides an organization sole-

(Continued on page 24)

—BREAD IS THE STAFF OF LIFE—

Zizz-Buzz Store in Memphis Closes

Clarence Saunders has closed his semi-automatic Zizz-Buzz food store in Memphis after two and one half months of operation.

In explaining the closing of his latest venture in push-button merchandising, Mr. Saunders said, "Zizz-Buzz got started in a revamped building (formerly used for Mr. Saunders' completely automatic Keedoozle, which was folded previously) that is too small for large sales. Also it has revamped store equipment that does not suit. We have no room for a meat market which the customers want.

"My main business is to sell franchises for others to operate stores, and my sample is too far short of a standard set-up. I shall devote all of my time to sales of my push-button system."

Announcement of the closing came at the same time a federal court complaint was filed against Automatic Systems Corp., Zizz-Buzz Corp. and Mr. Saunders. The complaint, filed by the Securities and Exchange Commission, asked that sales of securities in the two corporations be barred.

In an advertisement announcing closing of the store, Mr. Saunders replied: "I sold no stock in the Zizz-Buzz business and I have no stock of any kind now for sale."

About 75% of the staple items in the Zizz-Buzz were dispensed by a push-button system.

—BREAD IS THE STAFF OF LIFE—

Wholesaler-Retailer Cooperation Stressed

The need for aggressive and effective functioning of the wholesaler-retailer team was emphasized at the recent section conference of the National-American Wholesale Grocers Assn. at Biloxi, Miss.

Both C. C. Precure, president of the National Association of Retail Grocers, and Mrs. R. M. Kiefer, secretary-manager of the retailer group, spoke extensively on this subject.

Mr. Precure said there are many independent retail grocers who have modernized their stores, streamlined their operations and made arrangements with efficient, low-cost suppliers so that they meet competition or set the pace. But, he added, there are many others who need to improve their operations and, "above all, need the opportunity to purchase all their merchandise from efficient, low-cost wholesalers so that they can be competitive."

The need for low-cost service by wholesalers was also stressed. And Mr. Precure mentioned group advertising as one way of increasing sales volume.

Mr. Precure urged the wholesalers to increase cooperation with retailers so that low-cost operations can be carried out at both levels.

IGA TO MARKET NEW BREAD, ROLL MIX

CHICAGO—Member stores of the Independent Grocers Alliance will market a new bread and roll ready-mix, it was announced recently. Called "Bread-Ezy," the mix was developed by the Gooch Milling Co., Lincoln, Neb., in cooperation with IGA, the grocery organization headquarters said. The product contains all the dry bread ingredients and requires only the addition of water.

Not only bread, but also hot rolls and coffee cake can be made with the new mix. The product has been tested through IGA stores in Vermont and northern New York state, and a large consumer demand has been built up in this area, IGA officials reported. The mix is one of several of this type for bread and rolls which have recently been put on the market by milling companies and private label distributors.

Survey Indicates It

All-Purpose Flour Gets Frequent Use

All-purpose flour is used daily or several times a week by most readers of a national rural magazine, a recently released study shows.

Ninety-three per cent, or 960, of the 1,032 women replying to the survey conducted by the Farm Journal, Philadelphia, indicated some use of all-purpose flour. And of these 960, 51% said they use all-purpose flour daily. About one third said they use it "several times a week."

The remainder use all-purpose flour once a week or less often or did not answer the question on frequency of use.

Only eight of the 1,032 women returning questionnaires said they never use all-purpose flour, while 96 did not answer the question on frequency of use.

Mostly Rural Families

The questionnaires used in the study of packaged food consumption were mailed to 1,500 women subscribers, and some 70% responded. About two thirds of those replying said they live on farms, and the average number of persons per family answering was 3.65.

Some use of cake flour was indicated by 809, or 78.4%, of the 1,032 Farm Journal families returning questionnaires. The remainder did not answer the question on frequency of use or said they never use cake flour. More than half of the 809 indicating some use fell in a group indicating use "once a week" or "several times a week." Another 30% said "occasionally."

Prepared Mixes

The study also included a survey of prepared mix use. Percentages of some use among the 1,032 subscribers responding to the questionnaire ranged from 20.8 for muffin mix to 64.2 for pancake and waffle mix. Those not included in these percentages were persons indicating no use of the

product or not answering the question on frequency of use. The percentages not answering varied from 24.2 to 43.3, but some in these groups mentioned a brand while not telling how often they used the product. Here are reports on the mixes:

Pancake and waffle flour mix—Indicating some use, 663 or 64.2%. Almost 80% of the 663 fell in the three categories of several times a week, once a week and occasionally. Biscuit flour mix—Indicating some use, 437 or 42.3%. Percentages of the 437 for frequency of use included: occasionally, 46; several times a week, 17.4, and once a week, 14.6.

For other mixes, percentages indicating some use were: roll flour mix, 31.2; pie crust flour mix, 32; muffin mix, 20.8; gingerbread flour mix, 46; other cake mixes, 44.1. In each case, the largest single category in the answers on frequency of use was "occasionally."

—BREAD IN THE STAFF OF LIFE—

Plentiful Foods

An opportunity for tie-in sales of flour is seen in the U.S. Department of Agriculture's list of plentiful foods for April. Stocks are reported large or ample for apples, canned peaches and raisins—all of which may be sold with flour for baking. USDA says storage stocks of apples continue to be about 50% larger than a year ago, and canned peach stocks are unusually large for this time of the year.

—BREAD IN THE STAFF OF LIFE—

Proposed Rules for Food Trade Discussed

Representatives of 13 national food and grocery associations met with Federal Trade Commission officials in Washington recently to discuss proposed trade practice rules for the grocery industry.

Proposals were received and discussed during the day-long meeting, and good progress was reported in shaping rules for presentation at a public hearing later.

The associations taking part in the discussion were chosen by the commission to act as an industry committee which will assist in formulating the proposed food code.

The U.S. Wholesale Grocers Assn. reports that it has made the following suggestions to be supplemented by other proposals:

"(1) Rule against unfair competition by manufacturers through selling direct. (2) Group II rule in favor of reasonable cash discounts. (3) Group II rule in favor of floor stock guarantees for wholesalers. (4) Group II rule in favor of eliminating all advertising allowances. (5) Rule condemning count and recount and other purchase-forcing and attention-preference deals including subsidizing of wholesaler's salesmen. (6) Group II rule in favor of reasonable functional price differentials as between wholesaler purchasers and retailer purchasers."

—BREAD IN THE STAFF OF LIFE—

Survey Shows

Chain, Self-Service Food Stores Gain

A continued gain in the popularity of self-service and chain food stores was indicated in the latest homemaking survey conducted among its readers by the Dell Publishing Co.'s Modern Group of magazines—Modern Screen, Modern Romances and Screen Stories.

The survey showed that food products were purchased at chain stores by 53.6% of the readers, at independent stores by 34.4%, at delicatessens by 4.7% and at other stores by 7.3%. The chain store percentage in 1946 was 49.1, while in 1939 it was 46.6. For independent stores the survey percentage in 1946 was 38.7 and in 1939, 47.1.

Similarly, self-service stores reached a peak in popularity in the last survey, begun in late 1948. Of the food buyers included in the study, 82.4% indicated they made their purchases at self-service stores. The percentage were 70.9 in 1946 and 41.3 in 1939. For other stores, the percentage dropped from 58.7 in 1939 and 29.1 in 1946 to 17.6.

Chain stores and self-service stores of all kinds were most popular with middle and upper income groups in the medium sized cities.

MODERN STORE FRONT—Henke & Pillot, Inc., Houston, operators of 29 super markets in the Gulf coast area, has modernized all of its old stores and built eight new ones in the past two years. Pictured above is one of the store fronts with neon-illuminated tower, clock and marquee for daily specials.

A Corner on the Flour Market

WHEAT markets again have a stronger tone. A series of almost daily gains beginning in mid-February had advanced futures prices by mid-March as much as 11½¢. Not all contracts advanced to that extent, but new highs for the crop year have been established on all deliveries at some time during the period. Cash wheat prices at Minneapolis and Kansas City averaged 4@6¢ higher in mid-March, compared with a month earlier. The upward thrust was attributed largely to recognition of the price support program's impact in the final months of the crop year, the first doubts about the winter wheat outlook and increased export sales of wheat from time to time.

★ ★ ★

Flour quotations are steady to about 10¢ sack higher, compared with a month earlier, with a sharp increase in the value of millfeed helping to offset the higher wheat costs. Millfeeds gained as much as $5 in the Northwest during the period and up to $3.50 in the Southwest as demand for spring feeding operations expanded. The gap between hard winter wheat flours and spring wheat types narrowed about a dime during the month.

★ ★ ★

Analysis of the final report on wheat tied up under loans and purchase agreements indicated to many observers that most of the year's wheat carryover would be in the hands of the government and that free wheat supplies would be relatively scarce as the new harvest approaches. Meanwhile, producers are marketing wheat held under the purchase agreement program and possibly some loan wheat from farm storage. Apparently still higher prices are necessary to encourage redemption of loan wheat held in commercial storage, even though cash wheat prices in many cases have reached the loan price plus accrued charges.

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The total amount of 1949 crop wheat under price support amounts to 368 million bushels, slightly larger than the 343 million bushels under support last year. Of the 1949 total, 44 million bushels were included in the purchase agreement category, while the previous year this type of support was provided on about 100 million bushels. The relatively smaller portion of the total this year under purchase agreements bolsters the contention of observers that available supplies are likely to be limited.

★ ★ ★

Meanwhile, more attention has been focused on prospects for the 1950 crop in the Southwest. Moisture is still needed in most of the winter wheat growing area, as recent precipitation failed to fully relieve the dry condition. There have been reports of soil blowing and a threatened return of the "black blizzards" of the 1930's. Also, infestation by grasshoppers is reported serious in important wheat growing counties of Oklahoma and Texas. This uncertainty about the crop—a factor which assumes increasing importance in the coming months—also influences producers in their decisions to market supplies they own.

★ ★ ★

In Washington, there appears little doubt that Congress will grant the Commodity Credit Corp. the $2 billion additional borrowing power the agency requires to assure support on 1950 crops. The legislation, however, has been tied up in a controversy concerning a proposed amendment to require the CCC to employ commission merchants in marketing its grain. Meanwhile, the government is planning to revise its loan procedure on the 1950 crop to eliminate the 7¢ bu. storage allowance on farm stored grain and require farmers to pay the commercial storage charges of about 10¢ bu. on loan wheat. The net effect of this move is considered a reduction by those amounts in the actual support price, although that will remain at 90% of parity.

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The U.S. Department of Agriculture announced that exports of wheat and wheat products totaled 212 million bushels through February, 140 million bushels less than in the comparable period in the previous crop year. In order to reach the announced goal of 350 million bushels, shipments will have to average about 34.5 million bushels a month. The average thus far has been 26.5 million bushels. Export shipments spurted for a time during the past month, but it is generally believed that the year's total will fall short of the target.

★ ★ ★

During the past month flour buyers continued to purchase supplies cautiously. Although some fairly heavy bookings of flour were reported by mills from time to time, the orders were almost all for nearby shipment.

THE WINNER — Pretty Jacqueline Hanneman, 17-year-old Indianapolis high school senior, poses with the cherry pie that won her top honors in the 1950 National Cherry Pie Baking Contest in Chicago. Miss Hanneman, who won over 19 other young state champions, received a $150 check, a new electric range and a trip to Washington, D.C., where she presented her winning pie at the White House. The National Red Cherry Institute was sponsor.

The Flour Distributor's Viewpoint . . . by Wayne G. Martin, Jr.

ONE thing government officials and self-appointed consumer representatives apparently fail to realize is that monopoly is virtually impossible in the food trade, where competition is extremely keen at all levels. Using flour as one example, a study of the price structure clearly shows the effect of competition among mills. In too many instances, millers fail to obtain even manufacturing costs from the prices at which they sell.

Also, wholesale distribution is highly competitive. There is scarcely a community in the country which is not served by two or more wholesale flour distributors. That is also true of the commercial baking industry. With more than 20,000 plants in existence throughout the country, obviously competition prevents anything like a monopoly in that industry.

Unfortunately, however, these facts are not recognized by all, and charges of price-fixing and other unfair trade practices continue to be heard. The best thing the industries affected can do is to continue reminding the public of existing competition, the reasonable price level at which food is sold and the great value the consumer receives for her food dollar.

PROVE THEIR VALUE—We have frequently heard flour jobbers and wholesale grocers complain about flour millers and other food manufacturers who sold direct, ignoring the wholesaler's function in their distribution set-up. In the main we have sympathized with these complaints, but the fact is that wholesalers must prove their economic worth to manufacturers as well as retailers.

Wholesalers have an excellent story to tell. If their businesses are efficient, they should be able to perform this part of distribution at less than it costs manufacturers to do it for themselves. However, it is necessary for wholesalers to convince some manufacturers of this.

Some manufacturers may not understand this because of faulty accounting methods in their own organizations. Perhaps some distribution costs which should be charged to their wholesaling functions are put elsewhere. This is something wholesalers should drive home to manufacturers at every opportunity.

SELLING MADE EASY—In an address before the Grocery Manufacturers of America, Inc., Lansing P. Shield, president of the Grand Union Co., declared that "the turnover on your products is so fast that this is all the profit we need on a sale, and besides, as we have often pointed out, you fellows make selling so easy for us with all your deals, coupons and premiums."

Mr. Shield paid the grocery manufacturing industry a compliment with his reference to rapid turnover, but we question if he did the same with his comment about "deals, coupons and premiums." From his standpoint, of course, such transactions are helpful, but from the viewpoint of the grocery manufacturer—and this certainly would apply to the millers of family flour—we wonder if they simply aren't another form of price cutting. Likewise, they may be an admission that the products cannot be sold on their own merit.

Naturally, if such advantages are given to chain store operators, wholesale grocers will see that they and their retail customers are also benefited by them. The Robinson-Patman Act will see to that. In the long run, however, we don't believe that such sales showmanship is sound or lasting merchandising.

GROCERY TRADE CODE — For some time there has been a discussion of Federal Trade Commission plans for a fair trade code for the grocery industry. It is explained that the purpose of the code will be to assure fair competition in the manufacturing and distribution of foodstuffs. The Commission has estimated that approximately 600,000 retailers, 6,000 wholesalers and 50,000 food manufacturers would be affected.

While we believe that any fair-minded wholesale grocer would favor the principle of industry codes to further good business practices, experience shows that they must be handled carefully to prevent abuses. Those who are familiar with the Blue Eagle of years ago well realize this.

The flour distributing industry had to fight strongly to avoid being put under the wholesale grocers' code—which would have been disasterous to the flour men because of different business problems. They should watch the development of the proposed new code carefully to avoid other mistakes of the same kind.

FAMILY FLOUR USE—The Farm Journal recently conducted a survey which indicated that approximately half of its readers use all-purpose flour daily, with nearly all using this type of flour at least occasionally. (A report on the survey appears in this issue of The Northwestern Miller.)

The result clearly indicates the value of a family flour business for both wholesale and retail grocers. While the total volume may not be great, it provides a steady volume of profitable income for wholesale grocers and flour jobbers.

Too many wholesalers look upon flour as a basic commodity which will sell itself when there is a demand for it. Such an attitude is entirely wrong. Many wholesalers, through aggressive merchandising, have established very successful flour departments.

This type of business is largely free from the effects of depression. Flour is a fundamental food, bought at all times, and since it is one of the most inexpensive, and at the same time efficient, foods, it enjoys a constant demand.

—BREAD IS THE STAFF OF LIFE—

College Gives Seminar for Junior Executives of General Foods Corp.

A sales promotion seminar for 20 junior executives of the General Foods Corp. is being carried on at the company's New York headquarters through the cooperation of the School of Business evening and extension division of the City College of New York.

The seminar in this new type of extension work consists of 12 weekly two-hour sessions at which leaders in the food distribution field serve as lecturers and answer questions presented under the direction of Dr. Rudolph L. Treuenfels, head of the division food industry training center. Attention is focused on present sales promotion methods of manufacturers.

Among speakers at the various sessions are Patsy D'Agostino, past president of the National Association of Retail Grocers and owner of a group of food markets in the New York area; Wesby R. Parker, General

Getting into the Dough

Flour Salesmen Take Basic Training

The Russell-Miller Milling Co., Minneapolis, believes that its salesmen should be "in the dough" before they go out to sell Occident family flour and prepared baking mixes.

THE FUNDAMENTALS — Ken Beiersdorf, former University of Minnesota fullback, is pictured above as he goes through a salesman's training course in the test kitchens of the Russell-Miller Milling Co., Minneapolis. Baking of cookies like these prepared Mr. Beiersdorf for his job of "tackling" grocers in the Minneapolis-St. Paul area.

To be sure new salesmen know how to handle the products they are to sell, the company has established a test-kitchen training routine in which the salesmen actually go through the process of baking.

The course in the modern Virginia Roberts Home Baking Institute kitchens includes demonstrations of basic techniques by one of the home economists. Then comes actual baking of rolls, cakes, pies and cookies. Products starting from basic ingredients and from the prepared mixes are baked and compared for quality, cost and the time consumed. The sessions are informal with plenty of opportunity for discussion of probable consumer questions, the company points out.

From the home economics department, the salesman moves to the research department. Here he learns about the development and control of Occident products. Last, he visits the plant itself, where he sees flour being milled and the mix ingredients accurately measured, blended and packaged. He learns about packaging materials and precautions taken to insure maximum shelf life.

"This basic training offers the salesman no fancy degree," it is pointed out, "but it does give him an appreciation of Russell-Miller products. It provides him with the answers to common questions about the products he is to sell . . . and he gains confidence in himself, his product and his company."

GROCERS SAFETY PATROL—Members of the State of Maine Independent Retail Grocers and Food Dealers Assn. are sponsoring "Retail Grocers Safety Patrols" which help children and the aged or handicapped across busy intersections. Pictured above is a group of grocers protecting two children as they cross a Portland street. Under the plan, according to Arthur H. Charles, association secretary, grocers ask children when they call at the stores whether a street crossing is necessary. Or, mothers may send notes or telephone the grocers if help is needed for their children.

NEW COOKIE LINE—Berke Bakeries, Inc., Brooklyn, N.Y., has announced the addition of Candy-Dot cookies to its line. Colored ball nonpareils sprinkled on the top of the vanilla flavored cookies inspired the slogan, "The Cookie with the Candy on Top." There are 16 cookies to a tray in a four-color cellophane overwrap with a carousel and circus animal motif.

Foods, vice president; Gus Guckenberger, executive secretary of the New York State Food Merchants Assn., and George Kraus of Associated Food Stores, Queens, L.I.

—BREAD IS THE STAFF OF LIFE—

NAWGA President Names Committees

National-American Wholesale Grocers Assn. committees for 1950 were named recently by Sherwin A. Hill, Lee & Cady, Detroit, new association president.

A list of the chairmen of the various committees follows:

Contracts-conference (dealing with contracts for purchase of commodities and conferences with canners)—Roy Dudd, Lee & Cady, Detroit; transportation service—C. A. Pascarella, Francis H. Leggett & Co., New York; membership—John C. Ensign, Sebon, Stevenson & Co., Huntington, W. Va.; resolution—Arthur W. Lutz, Smart & Final Co., Ltd., Los Angeles, outgoing president; pure food and legislative—James R. Keenan, Reid Murdoch Division, Chicago.

Committees on operations: cash and carry—Tom Harrison, Winston & Newell Co., Minneapolis; voluntary group—Ned N. Fleming, The Fleming Co., Topeka, Kansas; local service—Philip J. Hopkins, Easton (Md.) Wholesale Grocery Co.; institutional houses—A. L. Griffin, H. A. Johnson Co., Boston.

—BREAD IS THE STAFF OF LIFE—

Building, Remodeling Planned by Retailers

A large amount of building and remodeling this year by independent retail grocers has been forecast by the National Association of Retail Grocers.

A survey of members, NARGUS reports, shows that 7 of each 100 members will build new stores, 55 of each 100 will remodel and 67 of each 100 will buy new equipment.

Building cost estimates ranged from $6,000 to $325,000, with the median average $20,000, the survey indicated.

Estimates of remodeling costs varied from $50 to $40,000, with a median of $1,000. A median of $2,000 was reported for equipment purchases.

Remodeling improvements listed included new lighting, flooring, air conditioning, windows and store fronts. Specific plans for remodeling were reported by 56.5% of the grocers in the central area, 55.7% in the East, 54.4% in the South and 51% in the West. Painting topped the list of projects, followed by new lighting and new flooring.

Use of Flour 66% Greater if Children in Home, Study Shows

Households with children consume about 75% more flour and other cereal foods than households without children, a new study by Parents' Magazine reveals. For plain white flour, use is about 66% greater in households with children.

The report, based on data supplied by the U.S. Department of Agriculture, covers food consumption in 1,558 typical households in 68 representative cities. A household, for purposes of the survey, included boarders, guests and hired help as well as family members served meals during a seven-day schedule period.

For all purchased food used in a week, expenditures averaged $26.70 in households with children—37.6% more than the $19.41 average for households without children.

Average expenditures for flour and other cereal products consumed in a week were 86¢ in households with children—75.5% more than the 49¢ average for households without children. A similar situation prevailed in consumption of purchased bakery products. Spending for such products consumed in a week averaged $2.03 in households with children, or 50.4% more than the $1.35 in households without children.

The accompanying table shows average expenditures for some of the flour, cereal foods and bakery products included in the study:

Food items—	Average expenditures for purchased food used in week: By households without children	By households with children	Difference in expenditure	% Difference (Based on expenditure of households without children)
Flour and other cereal foods:				
Total (includes all items in group)	.49	.86	.37	75.5
White flour, plain (enriched and unenriched)	.11	.29	.18	64.7
White flour, self-rising (enriched and unenriched)	.02	.04	.02	100.0
Prepared flour mix	.05	.08	.03	60.0
Uncooked cereals, total	.11	.18	.07	63.6
Rolled oats, oatmeal	.05	.08	.03	100.0
Pastas (macaroni, spaghetti and noodles)	.07	.12	.05	71.4
Bakery products*				
Total	1.35	2.03	.68	50.4
Bread, white	.53	.82	.31	58.4
Bread, other	.29	.43	.07	6.9
Other baked goods, total	.64	.89	.25	39.1

*Purchased products only; does not include those made in the home.

TAKING INVENTORY

DOMESTIC FLOUR MARKET EXPANDING—An ever-expanding domestic market for wheat flour foods is being produced through the combination of marriage and high birth rates. (The Northwestern Miller, March 14.) This is pointed out by Lloyd Ellingwood, director of the Millers' Long Range Program in a study to be presented at the Millers National Federation convention in Chicago in May. The study also shows that the decline in per capita consumption in the past has been more than made up by increasing population. But now, the report warns, millers will begin to feel the pinch of actual shrinkage in total domestic consumption unless the per capita drop is halted. Mr. Ellingwood cites various predictions of increased population in the next 15, 25 or more years as brightening prospects for greater consumption. And he says that millers can look for at least 10 million new customers in the next decade. If the milling industry can induce people to eat as little as one and one half slices of bread more each week, Mr. Ellingwood says, the point of theoretical full production may come within the next few years. However, he adds, if per capita consumption is allowed to decline as it has, it can sink to 100 lb. by 1975. Mr. Ellingwood points out that improvement in total consumption appears well within the grasp of the industry but that a new pattern of eating habits in favor of wheat flour foods must be established.

Growing acceptance of Brown 'n Serve is reported by General Mills, Inc., Minneapolis, which presented the process to the baking industry last fall. The company says Brown 'n Serve is holding its initial business level and is repeating and building wherever it is marketed aggressively. (The Northwestern Miller, March 7.) Also, General Mills officials say, acceptance of the process is so strong that it is spreading to foreign countries. And, they add, it is believed that the process will permanently boost the per capita consumption of flour in the U.S.

FLOUR PRODUCTION—February flour production, as indicated by reports to The Northwestern Miller (March 7), decreased from the January output. Mills reporting to this publication produced 13,005,375 sacks during February, or 836,865 sacks less than the previous month's production. The same mills reported production of 14,215,675 sacks during February, 1949, or 1,210,300 more than for last month. Assuming the mills reporting to The Northwestern Miller accounted for 72.6% of the total U.S. flour production, the total output for all mills last month was 17,913,000 sacks.

Remarkable acceptance is reported for a new Kansas loaf of bread which contains 16% more flour than ordinary bread, according to an article in The Northwestern Miller, March 7. Morris Coover, a farmer and businessman of Kinsley, Kansas, started it all with the support of other Kinsley men who also believed that the wheat surplus problem might be licked by putting more wheat into bread. They persuaded a Kinsley baker to bake a loaf "that tasted like old-fashioned bread baked at home." And, Mr. Coover said, they found that 16% more flour was the answer. The Western Kansas Development Assn. has taken the campaign in hand. The more-flour bread is being served at club meetings. And news of the loaf is spreading throughout the state.

FINANCIAL REPORTS—Although both net sales and income of the National Biscuit Co., New York, declined in 1949, the volume of tonnage sales set a new record, according to a report in The Northwestern Miller March 14. Net profit declined from $22,713,736 in 1948 to $21,676,903 in 1949 and net sales from $296,250,431 to $294,420,301. Most of the drop in net sales was attributed to reduced dollar value of foreign sales because of currency devaluation. A change in provision for vacation payments was given as the reason for the drop in earnings. . . . American Bakeries Co., Atlanta, reported an increase in net income. The figure for 1949 was $2,703,-895, compared with $2,588,604 the previous year. Sales also showed an increase.

A net income of $1,050,044 on gross sales, less discounts and allowances, of $9,287,813 was reported by the Cream of Wheat Corp., Minneapolis, for the year ended Dec. 31, 1949. The net profit amounted to about 15½% of sales. Net sales in 1949 were 4¼% less than sales in 1948, with the decline resulting from a smaller volume of unit sales. . . . Consolidated net profit for 1949, after taxes, for Standard Brands, Inc., New York, and subsidiaries was $8,189,110, compared with $7,277,727 in 1948. Net sales were $262,964,193, compared with $261,816,094 in 1948.

SINGLE CONTRACT SOUGHT—Plans for the negotiation of a single nationwide contract with the Continental Baking Co. were discussed last month in Chicago at a contract conference of the Continental division of the Bakery and Confectionery Workers International Union of America. (The Northwestern Miller, March 7.) Officials of the international union had announced earlier their intention to seek nationwide contracts with all large interstate baking firms, rather than follow the custom of negotiating local agreements.

The 16th annual meeting of the Self-Rising Flour Institute, Inc., will be held April 21-22 at Biloxi, Miss. And the program will include entertainment for ladies, men and children as well as an institute business session and a meeting of the board of directors. Activities will get under way April 21 with registration and a group luncheon for entire families.

DAILY CAPACITY—2,000 CWT.
ELEVATOR CAPACITY—1,000,000 BUSHELS

Manufacturers of FINEST QUALITY FLOUR

TRI-STATE MILLING CO. RAPID CITY, S. D.

La Grange Flours . . .

whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend on LA GRANGE FLOURS

LA GRANGE MILLS RED WING, MINNESOTA

Exceptional Bakery Flours
TWELVE-40 NO-RISK PLA-SAFE
THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS
Capacity 3,000 Cwts. Daily *Grain Storage 1,000,000 Bus.*

"ROCK RIVER" RYE "OLD TIMES" BUCKWHEAT
"BLODGETT'S"
RYE
All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848
FRANK H. BLODGETT, Inc., Janesville, Wisconsin

A. E. BAXTER ENGINEERING CO.
Designers and Engineers for Mills, Elevators and Feed Mills
ELECTRIC BUILDING BUFFALO 3, NEW YORK

Sales Council

(Continued from page 22)

ly interested in family flour which would be constantly striving to improve conditions in the industry, and which would exert considerable force, in behalf of family flour, or other organizations. This would be the first industry-wide organization dedicated to family flour alone.

9. It provides a liaison with national and state wholesale and retail grocery associations, with associations of related product manufacturers—and with state and national miller and blender associations.

10. It provides the "strength in numbers" which multiplies the effectiveness of any promotion. Combined efforts of representatives of many mills and of many related products manufacturers provide impact far greater than any individual could develop.

"Whether or not enough millers will subscribe to the program to put it across only time will tell," Mr. Skidmore said. "Of course the plan isn't perfect, but can you develop a better one? Personally, I feel that the least a miller can do is to make a quick decision one way or the other. If the plan cannot go forward I would then be ashamed to stand around and talk about the sorry state of affairs in the industry which I was not willing to try to do something about.

"Sales insurance—profit insurance—call it what you may. I believe it's worth everything we will put in it."

—BREAD IN THE STAFF OF LIFE—

PROMOTION PLANNED BY CLING PEACH BOARD, GMI

The Cling Peach Advisory Board, San Francisco, has announced its last special tie-in event of the current crop year—a promotion featuring California cling peaches and fruit cocktail along with two new Betty Crocker cake recipes.

During April and May, the advisory board and General Mills, Inc., Minneapolis, will put more than $250,000 in national advertising behind peach upside-down cake and fruit cocktail upside-down ginger cake, the board said.

The cakes, prepared with Betty Crocker cake mixes and sliced clings or fruit cocktail, are hailed as "economical work savers in addition to having eye and taste appeal."

—BREAD IN THE STAFF OF LIFE—

COMMITTEES NAMED BY FOOD BROKERS HEAD

KANSAS CITY—Appointment of four additional National Food Brokers Assn. committees for 1950 were announced here recently by Ed. W. Jones, national NFBA chairman.

The committees and chairmen are: frozen foods—Fritz Brahm, Brahm & Edwards, Inc., New York; merchandising—V. E. Eilers, V. E. Eilers & Co., Inc., Indianapolis; finance—H. Wayne Clark, Walter Leaman Co., Washington, D.C.; history—Joseph H. Kline, Housum-Kline Co., Cleveland.

—BREAD IN THE STAFF OF LIFE—

PROMOTION GUIDE

The U.S. Department of Commerce at Washington has issued a date guide which will help food merchandisers as well as other businessmen in plans for special promotions during 1950. The guide, titled "Special Days, Weeks and Months in 1950," lists 154 days, 124 weeks and 36 other events offering tie-in opportunities.

"DURAMBER"
SEMOLINA
FANCY No. 1
Milled from Carefully Selected
AMBER DURUM WHEAT
AMBER MILLING DIVISION
Farmers Union Grain Terminal Association
St. Paul, Minnesota

IT'S BIN AGED
Flour from this mill comes to you fully aged — ready to use
ATKINSON MILLING CO.
MINNEAPOLIS, MINNESOTA

The Standard Others Strive to Reach
WHITE SWAN
FLOUR
SPRINGFIELD MILLING CORPORATION
MINNEAPOLIS • MINNESOTA

CHARLES H. KENSER
Member Omaha Grain Exchange
MILLING WHEAT
MILLFEED • FLOUR
440 Omaha Grain Exchange
OMAHA, NEBRASKA

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND. NORFOLK, VA.

Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

WOLCOTT & LINCOLN, Inc.
GRAIN MERCHANTS
Operating:
Chicago Great Western Elevator
Kansas City
Wolcott & Lincoln Elevator
Wellington, Kansas
Main Office: KANSAS CITY, MO.
Board of Trade Building

"DIAMOND D"
A High Grade Baker's Spring Patent
Milled Under Laboratory Control
From Montana Spring Wheat
Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

Gallatin Valley Milling Co.
MONTANA
Flours and Grain
D. S. FISKEN, Mgr. BELGRADE, MONT.

BETTER FLOURS FOR BETTER BAKING
A Complete Flour Service
★ Hard Spring Wheat
★ Hard Winter Wheat
★ 100% Whole Wheat
★ Cake Flours
★ Pastry Flours
RUSSELL-MILLER MILLING CO.
MINNEAPOLIS 1, MINN.
Millers of Occident, American Beauty And Other Bakery Flours

FAMILY PATENTS
White Crest Red Crest
Cake and Pastry Flours
J. C. L.
Sponge Cracker Flour
The J. C. Lysle Milling Company
Leavenworth, Kansas

ACME RYE
A HIGH QUALITY WISCONSIN RYE FLOUR
All Grades
FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

Bowersock Mills & Power Co.
LAWRENCE, KANSAS
ZEPHYR FLOUR
AS FINE A BAKING FLOUR AS A BAKER CAN BUY AT ANY PRICE
Established 1874

We Specialize in FLOUR for BAKERS
SPRING WHEAT • KANSAS WHEAT • SOFT WHEAT
"The Beardstown Mills"
BEARDSTOWN ILLINOIS

DIXIE LILY
A flour without an equal anywhere
Plain and Self-rising
THE BUHLER MILL & ELEVATOR CO.
BUHLER, KANSAS
Southern Regional Office
832-35 Exchange Bldg., Memphis, Tenn.

ALFALFA MEAL
Sun-Cured and Dehydrated
NATIONAL ALFALFA DEHYDRATING & MILLING CO.
Lamar, Colo. St. Louis, Mo.

A-C REPORTS $6.99 SHARE NET FOR 1949

Total Sales Amount to $351,097,878; Walter Geist, President, Says "Best Peacetime Year"

MILWAUKEE — Allis-Chalmers Mfg. Co., in its annual report to stockholders March 16, disclosed a profit for the year ended Dec. 31, 1949, of $18,755,461, as compared with a profit of $15,441,523 for the previous year.

The profit for 1949 is equal to $6.99 a common share after preferred dividends of $1,168,001 as compared with a profit of $5.67 a share of common, after preferred dividends, in 1948.

Walter Geist, A-C president, said in the statement that 1949 was the biggest peacetime year in the years of the company, "despite the effect of the coal and steel strikes on our national economy."

Total sales billed in 1949 amounted to $351,097,878 as compared with $328,101,328 in 1948. Mr. Geist said that both the tractor and general machinery divisions exceeded their best previous peacetime sales. He predicted an active year ahead for farm machinery sales.

The backlog of unfilled orders in the general machinery division decreased from $148,278,465 Jan. 1 to $97,342,031 Dec. 31, 1949.

The annual meeting of the company will be held at its general office, 1126 South 70th St., West Allis, Wis., at noon May 4, 1950. Common stockholders of record at the close of business March 15, 1950, will be entitled to vote at this meeting.

—GRAIN IS THE STAFF OF LIFE—

PERCY KENT PROPERTIES IN K.C. DAMAGED BY WATER

KANSAS CITY — Extensive water damage to the properties of the Percy Kent Bag Co., Kansas City, resulted March 15 following a fire in a building next door.

The adjoining building was destroyed, and the heat was so intense that it was necessary to turn on the sprinkler system in the Percy Kent plant and to pump considerable water on the building. Officials of the bag company were not able to estimate the exact amount of damage but said that the loss probably would amount to several hundred thousand dollars.

They reported that there was no fire in their building and no smoke damage. Most of the loss was incurred when water soaked bag materials and machinery.

Operations are expected to be resumed about March 20.

—GRAIN IS THE STAFF OF LIFE—

MERRILL LYNCH ADDS TO COMMODITY STAFF

KANSAS CITY — Merrill Lynch, Pierce, Fenner & Beane has announced the appointment of C. R. Stephenson of the staff of the commodity department of the Kansas City office effective March 15. Mr. Stephenson, a graduate of the University of Missouri, was previously connected with G. W. Noel & Co., feed brokers, in Kansas City. He will assist John T. Burton, manager of the commodity department of Merrill Lynch.

KANSAS CITY'S FAVORITE BANK • KANSAS CITY'S FAVORITE BANK
Look to City National's FOREIGN DEPARTMENT for Faster, Simpler Handling of:
LOANS
Finance your export operations in all foreign markets through City National.
FINANCING FOREIGN SHIPMENTS
Use City National's "Years Ahead" facilities for collections, for letters of credit on sight or on time, and foreign exchange transactions.
MARKETS
The large Foreign Department at City National can recommend suitable foreign representatives, provide you with market analyses, report on foreign market conditions.
BEOR UNGE, Foreign Department Manager, was export manager for prominent flour mills for over 10 years. He is thoroughly familiar with the viewpoints of mills and buyers, and knows the quality of flour required by different markets.

CITY NATIONAL
Bank & Trust Company
10TH AND GRAND • KANSAS CITY 15, MO.
KANSAS CITY'S FAVORITE BANK • KANSAS CITY'S FAVORITE BANK

ROBIN'S BEST FLOUR
The ROBINSON MILLING COMPANY
SALINA, KANSAS

104 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:
HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
LOTUS—Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White • Medium • Dark
GEORGE URBAN MILLING CO. BUFFALO N. Y.

KERR GIFFORD & CO. INC.
Grain Merchants :: Flour Millers
PORTLAND, OREGON, U.S.A.
7,000,000 Bushels Terminal Storage
We Specialize in Malting Barley

Historic Grinding Stones Recovered

By HOWARD McKINLEY CORNING

THE historic Hudson's Bay Co. gristmill, first in the Pacific Northwest and now long since demolished, has yielded up the second of its two pairs of grinding stones. The granite discs, unearthed from the old site on Mill Creek, about six miles east of Vancouver, Wash., where the stream's twisting waters spill into the Columbia River, have been turned over to the Oregon Historical Society by Sig Unander, on whose property they were found.

The recovered stones, following some needed repair—one disc fell apart in moving—will be placed on permanent exhibit, with other Fort Vancouver relics, at the restored Columbia River fur post. Reconstruction work of this historic landmark is now in progress by the National Parks service.

Another pair of stones was removed from the Mill Creek site some years ago, and today stands mounted at the road entrance to the Unander property. These stones were given to the Daughters of the American Revolution, Vancouver chapter as markers for a historic site.

The earliest grist stones reached the Vancouver fur post on the western American frontier in 1839 from England after a long trip around Cape Horn. They were shipped in segments and upon arrival were skillfully fitted together and laid in a base of cement made from coral obtained from the Hawaiian Islands. The fort blacksmith then bound each disc about with an iron band. Each stone is 42 inches across. Records show they cost 28 pounds sterling, or about $135 a pair.

Which of the two pairs of stones now recovered from the creek bed was the pair first set to grinding in the pioneer mill seems now without verification. One stone of each pair still has its iron core. The grinding surfaces, though worn, are clearly defined.

Facts do not tell positively when the original mill was built beside the cascading stream. William F. Crate, it is said, arrived at Vancouver in the spring of 1839. A man with milling experience in England, he was set to work erecting first a sawmill on this same watercourse but upstream from the gristmill location. When the latter mill was constructed—probably late in 1839 or early in 1840—a millrace fed in the stream's waters from behind the timbered structure.

Timbers for the mill were felled at the site. The logs, hewed to shape and smoothed with a broadaxe, were held together with wooden pins.

The assembled stones and the mill's iron working parts went upriver by boat, from the fort workshops. There was then no negotiable land route to Mill Creek.

Whether credit for all this belongs solely to Miller Crate is subject to debate. Old residents say that John Stanger, a Scotchman, was also a miller at the post, arriving there in 1836. He too may have had a hand in construction of the first waterpower mill in the Pacific Northwest.

Parenthetically, an early plan of Fort Vancouver pictures a small oxen-powered gristmill within the fort stockade, in the northeast corner of the yard, just back of the main residences. This primitive mill had a wire bolt. It was built in 1828, at the time the post property was laid out.

Wheat for flour was raised on Mill Plain, an almost treeless area of nearly one thousand acres northeast of the fur post and about two miles from the creekside gristmill.

When Lt. Wilkes, U.S. Navy, visited the Columbia region in May, 1841, he observed Fort Vancouver's industrial operations, and wrote: "They have likewise a grist and saw mill, both well conducted, about six miles above Vancouver, on the Columbia River. . . . I also visited the gristmill, which is situated on a small stream, but owing to the height of the river, which threw a quantity of backwater, it was not in action." The miller lived in a house annexed to the mill structure.

An 1847 inventory of Hudson's Bay Co. properties at Vancouver and vicinity listed: "Flour mills. 1 Flour mill, 40x20 feet, 3 floors, with 2 pair of Stones, a wire machine for dressing flour, with every other convenience." From this report, some historians believe, it seems probable that a new mill had by this time been erected, apparently at or near the original location.

The Hudson's Bay Co. mill fell into disuse early in the 1850's. About 10 years later, still another, known as the Hexter mill, was built at the same location. The stones and the grinding machinery of the former enterprise were used in its operation. Until recent years timbers from the old structure, including those of the nearby sawmill, lay in the creek bed. But these have since disappeared.

The bed of Mill Creek is of solid rock overlaid by a deposit of earth and for the last hundred yards or so is extremely deep. Today's waters spill down this course after first being utilized by a Washington state trout hatchery on the Evergreen Highway above. The original abundant flow of water, the abrupt drop, and the site's nearness to the Hudson's Bay Co. fur post, were the reasons for its use.

• • •

Flour Testing in the 80's

"Until about 13 years ago," wrote a contributor to The Northwestern Miller in 1899, "flour testing was in a crude and primitive state. Even the greatest and most progressive mills had no other means than the judgment, or guess, of their head millers to keep their grades even and to sustain the reputation of their brands. When a new crop came in, many a head miller would look wise as he ran his hand into a sample of new grain; and then, after meditatively chewing a little of it, he would tell what kind of flour it would make."

Wheat, in the 80's, reported this contributor, was ground without regard to whether it contained more gluten or more starch than the old crop. After some experimenting, the rolls and cloths would be arranged for the proper milling of the new wheat but no effort was made to so blend the wheat that the flour would be practically the same as from the previous crop. Moreover, wheat was ground throughout the year just as it came in, without regard to blending, so that the mill's grade of flour might fluctuate many times during the crop, accordingly as the wheat happened to run regular or not.

"The methods used were of the simplest kind," commented the contributor. "Doughing by mixing a little flour and water in the hand, without weighing or measuring, is one of the crudest forms of testing, and almost any results desired can be so obtained. A flour buyer or a head miller without a slicker is something almost impossible to conceive; yet very different results can be had by the skillful use of the slicker, as some flour salesmen have shown. Then there is the wetting-up, still a favorite test. Possibly a few went further, a dozen years ago, and washed out the gluten from small samples. But the very climax was reached when a sample of flour was sent out to some baker or taken home by the head miller and baked into big brown loaves. Thus was the reputation of the head miller more firmly established and the mill owner satisfied that all complaints of the quality of his flour were unfounded. There was no standard for comparison and nothing for the miller to steer by; every man was feeling around in the dark."

• • •

Millstones Mounted at the Entrance to the Old Hudson's Bay Co. Mill Site Near Vancouver, Wash.

KITCHEN

I think perhaps a kitchen came
To being partly for this good:
That when a woman's heart is sad
With little griefs she cannot name,
Or weary, she may turn to food
Preparing that has always had
A bit of magic in it. She
Will find release in making jell
That sets the window-sill aglow,
And she may try her artistry
At making chocolate eclairs well,
Or gingerbread, and there is no
Work in a kitchen to compare,
Surely, with tipping twin-loaved bread
From pans in perfect golden-brown.
These freight the ordinary air
With fragrance, and uplift the head
And spirit, lately bowing down.

Elaine V. Emans

EDITORIAL

FOR CRACKPOTS—THE RETORT SHARP BUT COURTEOUS

IF you are under the impression that the crackpot who cries out for bread like grandma's is no more, you must read the article by a chap named Rorty in the March number of Harper's Magazine. No adequate impression can be relayed to you, by synopsis, of the content of this remarkable opus or by the quoting of staccato phrases from it. The whole thing should be perused in order to savor its really exciting extravagance, to taste its bitterness and to feel its fanaticism.

When you have read the article you will cuss—no matter what your personal opinion of bakers' bread may be—and doubtless will use far stronger words than "crackpot." But you will be conscious of the fact, as you do it, that cussing isn't the best retort. We have indulged in that sort of relief ourselves, many a time and oft, with a similar underlying feeling of its futility.

Sometimes we have made answer in our own columns to the crackpots who have plagued the milling and baking industries for so many years on various counts, chiefly of the brown-versus-white variety. But our voice, unhappily, does not reach far enough to catch all the culprits and rescue all victims of their misrepresentation and error. We have thought it desirable, however, and have said so on many an occasion, for the bread industries to speak in their own behalf.

That is precisely what the baking industry now does in the matter of Mr. Rorty and his notorious Harper's article entitled "Bread, and the Stuff We Eat." The answer is nearly as long as the 5,000-word article, and the American Institute of Baking has had the assurance of Harper's editor that part of it would be published in his April issue. It comprises a temperate and friendly letter from Howard O. Hunter, executive vice president of the institute, and a paragraph-by-paragraph analysis of the Harper's story prepared by the institute's scientific director. It contains no heat but is full of light. Mr. Hunter's letter should persuade Harper's readers that Mr. Rorty was in many things mistaken and that in some he was vicious and intemperate. (Please turn to page 30 for the text.)

The moral of the situation, so far as we are concerned with it here, is that the breadstuffs industries should always speak, as they are doing now. It is the only way to stop a crackpot. Ignoring his attack does not defeat him. No detractor of bread should ever be allowed to get away with it. If there is a defense, as there certainly is, the public has a right to know of it, for the whole thing is on the plane of public interest. True, it is not pleasant and sometimes it is not dignified to be found on the defensive, but fortunately for both the milling and the baking industries, bread has gone over to the offensive in its public relations. It will need to defend itself less and less often as the great national promotions directed toward sustaining the immemorial place of the Staff of Life in the diet proceed toward their goal.

Just a word about our use of the word crackpot in describing Mr. Rorty. We do not think everyone who criticizes bakers' bread is a crackpot. We have done some criticizing ourselves. But we have a deep aversion to the sensational newspaper or magazine writer (and the editor who publishes his stuff must share with him in our dislike) who drags out all the old nutritional hokums and superstitions, mixes them with gross errors, misstatements and evasions of the facts, and then seasons them with the crusading violence of the soap box. The net result of such a journalistic misdemeanor is a disservice to everyone—the writer's own reputation, the good name of his publisher, the prosperity of agriculture and all the long chain of processors and distributors extending from field to consumer's table, and finally to the public welfare. For an intemperate, injudicious, misleading, prejudiced or dishonest word about one kind of bread is an assault, whether it is intended or not, upon all bread.

• • •

THE INEFFICIENT FARMER

WHAT constitutes a farmer? Kirk Fox, editor of Successful Farming, raised the question at the recent Farm Forum conference on national farm policy. This was a good place to bring up the matter, because there as in nearly every place where American agricultural economy has been discussed failure to make use of a clear definition has mixed up farm problems with social problems and everybody has gone home confused instead of enlightened.

"Our farmer," said Mr. Fox, "to be officially called that, needs only three acres of land which he farms himself or with the aid of his family, or, having less than that acreage, he can qualify by producing agricultural products worth $250 or more each year. That is what the Census Bureau calls a farmer. On that basis we claim six million farmers in the U.S.

"Would you expect a good standard of living, with a little left for old age, from an income of $250 a year? Could a Dakota wheat farmer with three acres of land starve to death in one year, or two? Perhaps a mushroom cellar, a cranberry bog, or a hatchery would need less than three acres, but certainly more than a $250 income.

"On our present basis of figuring, over 300,000 of our farms are under 10 acres. On 1,450,000 of our farms, there are no horses, mules or tractors. And 637,000 more had only one horse or mule! Actually 1,130,000 of our farmers worked 100 days or more each year off the farm, and 874,000, 200 days or more.

"Industry expects farmers, through an economically sound farm program, to maintain agriculture's place in the national economy. If they fail through soil depletion, high cost production and general inefficiency, the whole economy will eventually suffer.

"I don't believe we will ever approach a solution of major farm problems or social problems under a definition of farmers that includes so many. By simply refusing to call two million men farmers who are now so designated, we would not change in any way their method of living. Furthermore we would do little to reduce the income of agriculture as a whole for these two million add little or nothing to the streams of farm commerce. We would thus greatly improve the statistical per capita income of the four million which we consider farmers in the true sense of the word. That is because one half our farmers now receive 90% of the total income, and one third 80% of the total.

"Of the four million men remaining on the land as recognized farmers, at least one million are still either marginal or subsistence producers. From the individual farmer's standpoint, the pressure is for increased efficiency. This calls for higher production per man, per acre, per head of livestock. It means that the trend of the past century toward fewer farmers will likely continue. For the marginal producer, the only hope to remain on the land is greater efficiency or acceptance of a miserably low standard of living."

What should be done with the million marginal or subsistence farmers? Mr. Fox says they should be absorbed gradually into more useful industry. So does Allan B. Kline, president of the American Farm Bureau Federation. But the Washington farm program political line is in exactly the opposite direction. Secretary Brannan would keep every segment of agriculture going, efficient or inefficient. He has much to say about family-type farming as opposed to big-scale industrialized farming. He would put a floor under the income of the small or marginal farmer, a ceiling over the big farmer.

On this point Mr. Kline reminds us that half the nation's farmers now produce 90% of the farm products. He says they are no real problem for they are the efficient, the men who value and cling to our traditions of freedom, opportunity and rewards for individual effort. Farm programs, therefore, are mostly designed for the other half—the producers of 10%, who do little more toward feeding the nation than providing what is needed for their own tables. Are these the family-type farmers over which Mr. Brannan is so concerned? Mr. Fox makes an important point here:

"Again, we must be careful with our definitions. To me a family-sized farm is one operated by a man and his family. He may use the help of a hired man through the busy season, or perhaps all year. Preferably the hired man is married, and housed comfortably on the farm, and eventually expects to start farming for himself. Such a man improves his soil each year, and builds the community in which he lives. He is not interested in creature comforts alone, but also in good schools, churches, health facilities and cultural opportunities. He may operate 10 acres or 1,000—he may have a net income of $2,000 or $20,000 a year. Only effort, skill and imagination are his limiting factors. Given a stable government, such farm families ought not to require financial assistance from the public treasury in normal times."

Finally, to Mr. Brannan's income support standard, Mr. Fox offers the perfect retort: "A national law which applies to all alike can fail to help those who need it most and overpay many others. The scientific approach would be division of those living in the open country into groups to which special study could be given. Economics has already placed a very wide gap between top and bottom farmers in the last 25 years. Left alone that gap will widen. Do we want laws that reduce all men on the land to a common economic level regardless of ability?"

• • •

IN DEFENSE OF VEEPS

THERE are a great many vice presidents on the American business and industrial scene. Sometimes they are wondered about—often they wonder above themselves. But now the General Mills advertising in national magazines clears up all doubts about vice presidents. It offers reasons for their being. In fact, it exalts them.

"How much does a vice president cost?" asks the advertising. "Less than you think," is the answer. In the cast of GMI veeps, the figure is a whopper—$26,000 after taxes. We know some vice presidents who get less. But the real point is not what they cost but what they're worth—and on this point the advertising says:

"These executives are all specialists in their respective fields of sales, accounting, plant engineering, grain, milling and research, to name but a few. Almost all of them have come up through the ranks, beginning at the bottom as office boys, clerks or mill hands. . . . We rely on these experienced top men to carry the heavy responsibility of running a company that provides 12,000 jobs. . . . They sweat out the production problems and the headaches of keeping sales up, of earning a profit and paying a fair return to the company's stockholders."

We bend the knee to the vp.

Harper's Article Attacks Bread; AIB Rebuts

AIB Official Writes Harper's Editor-in-Chief

Following is the text of the Feb. 23 letter from Howard O. Hunter, executive vice president of the American Institute of Baking, to Frederick L. Allen, editor-in-chief of Harper's Magazine:

"There have been several attempts to make a complete food out of the bread we eat by using substantial amounts of soya flour, brewers' yeast, milk or other nutritious ingredients, and the fact that the resulting bread is a complete food has been demonstrated by maintaining rats on a diet consisting solely of the improved bread. Dr. McCoy has demonstrated that his 'yardstick' bread furnishes all the food essentials required by the rat and is therefore a well-balanced rat food.

"In the developing of a feed for animals, it is necessaary to incorporate in the feed all of the nutrients essential to the animal for which the feed is intended. Domesticated animals have no opportunity to select and eat a variety of foods and, therefore, the single food developed for them must constitute a complete diet. No food eaten by humans, including the more expensive foods such as milk and meat, will by themselves fulfill the nutritive needs of the people. People choose a variety of foods which complement one another. If wisely chosen, this process assures an adequate diet. Neither milk nor bread need be made a complete food except for those cases in which milk or bread must be the sole article of diet because of some individual's physical disability, or because extreme poverty would make it impossible to obtain an adequate diet through the selection of a variety of foodstuffs.

Nutritive Value Increased

"Commercial enriched bread may hold its head high in any discussion on nutritive value. Bread has increased its nutritive value through the years because of increased use of milk, because of the use of calcium salts as yeast foods or dough improvers, and because of enrichment. Modern bread formulae contain on the average 4% nonfat milk solids, substantially more milk than grandma used, and more than was used by the commercial baker before the war. At the present time the baker uses 65% of the nonfat milk solids produced.

"Should the population become conditioned to the flavor of the products made from soya flour, the baking industry undoubtedly will ask for permission to include soya flour in the enriched bread formula. Until that time, however, it would be impossible for the baking industry to exist manufacturing a product that the consumer does not like and will not eat. One of our large baking companies attempted to merchandise a bread containing soya flour and, despite an extensive advertising campaign, the sales of this product dropped off to the point where it had to be discontinued. Bakers have experienced the same difficulties with whole wheat bread, but at the present time bake sufficient whole wheat bread to satisfy the demands of the consumer.

"'Native and foreign gourmets, who hurl scurrilous epithets on American bread' prefer the European breads which are made without milk and with little or no shortening. Such breads definitely possess less nutritive value than the bread for which the gourmets lack respect. Gourmets have never been known as advocates of whole wheat bread but have expressed a preference for white flour products since ancient times. White flour through the centuries has been made with stone milling methods and bread made from it has been preferred to bread made from whole grain flour. Grandma produced bread from such white flour made by the local miller when she could afford it. The roller mill process did not introduce white flour to the consumer but did make it possible for the miller to produce more white flour from a given amount of wheat and have less animal food to dispose of to the farmer.

Competition Explained

"The competition within the commercial bread industry is not between the chemical industries and the farmer, but between groups within agriculture itself. The dairy interests, the shortening interests, the farmers who grow corn and the farmers who grow soya bean vie with one another for a substantial part of the bakers patronage, because the commercial production of 15 billion pounds of bread per year represents a substantial market for agricultural products.

"If all of the chemicals that have been discussed in the bread standards hearings were to be permitted in the bread standards, the products of the chemical industry (except salt) would amount at most to 1% of the weight of the loaf, and in 100 lb. bread would replace only 1% of the farmers' products. However, when a bread formula containing no milk is changed to include 6% milk, the milk in actuality replaces about 7% of the flour and other agricultural ingredients from which bread is made.

Milk Increase Expected

"It is visualized that the use of milk in commercial bread, which has increased with the years, will continue to increase. It is also visualized that as the people become conditioned to the fewer food products, such as soya flour, more of it will find its way into the bakers' formulae. In the meantime, enriched bread with its high nutritive value will continue to serve as one of America's most economical sources of many of the food essentials and in a variety of forms to satisfy the tastes of the American people."

* *

Following is the text of the March 14 letter from Mr. Allen to Mr. Hunter:

"Thank you for your letter, which I should have acknowledged long ago.

"We are going to publish it in the Letters column in the April number of Harper's with a brief rejoinder by Mr. Rorty, to whom we have shown the detailed comments on the article.

"I am much obliged to you for complying with our suggestion so promptly and helpfully."

AIB Answer Is Close Analysis of Rorty's Text

The American Institute of Baking has released an answer to the article on bread entitled, "Bread, and the Stuff We Eat," by James Rorty, which appeared in the March issue of Harper's Magazine. The rebuttal was prepared as a paragraph-by-paragraph analysis by Dr. William B. Bradley, scientific director of the AIB. Complete text of the analysis follows:

Although the article in the main is directed toward the nutritional value of commercial bread and the substitution of agricultural products by chemical ingredients in bakers' formulas, the opening paragraph is concerned with the opinion of bread as expressed by "native and foreign gourmets." Gourmets have generally expressed their preference for the hearth-type breads, which generally are made from white flour with no milk and little or no fat in the formula. They definitely lack the food value that has been established for ordinary commercial pan bread.

The paragraphs of this article have been numbered, and the numbers used in the following comments refer to the paragraphs as they are numbered.

Paragraph No. 2—There is no evidence that the white bread of commerce has tended to get worse in nutritive value; in fact, the evidence points to the contrary. Bread of several years ago was made with 1% or less yeast and contained little or no milk solids or agricultural products other than flour and possibly sugar and a minimum of fat. Throughout the years, the use of milk and shortening has steadily increased, except during the war years when these ingredients were available in only limited amounts. A survey conducted by these laboratories indicates that the average baker's formula at the present time contains about 4% nonfat milk solids, which corroborates the investigation made by Hugh L. Cook at the University of Wisconsin. This is more milk than was used before the war and is certainly more milk than grandma generally used.

Paragraph No. 3—It is not clear as to what the author means by the statement "running a couple of laps behind grandmother, both in the quality of their product and in what it costs to make and distribute it." If the author is referring to the nutritive value of the bread when he refers to quality, he is wrong. Modern bread has higher nutritive value than grandma's bread because it is made from a formula using more milk, more fat and more yeast than grandma's and includes calcium salts in the form of yeast foods and dough improvers, and is enriched. Grandma's bread was made from white flour (which was not enriched), when she could afford it, and contained little or no milk and no added calcium salts to assist in the handling of the dough. Grandma had no distribution costs, since she baked her own bread and used it in her own kitchen. She did not have to advertise it since the odor of the fresh-baked bread advertised it for her. If she were to pay herself the minimum wage required by law, the bread she made would have cost her many times what she would have to pay for the same bread in the store.

Paragraph No. 4—The stone-ground flour which grandma used is comparable to the present day roller-milled flour in composition. White flour may be traced back to ancient times and was not made possible by the development of the roller mill. The roller mill only made it possible to produce more white flour from less wheat, thereby producing less animal feed and more food for human consumption. A review of grandma's recipes reveals that she used less yeast, shortening and milk than are used in commercial bread. She used no more eggs than are used in commercial egg bread. Could it be that the village doctor noted "that the whiter the bread, the more illnesses in the family," because there was such a price differential between whole wheat flour and white flour that the white bread was eaten mainly by the higher income families—those who could afford to call the doctor for relatively minor illnesses—and not because the white bread per se was in any way responsible for the illnesses?

Paragraph No. 5—Again there appears the statement that the commercial baker uses less milk than grandmother and an inferior flour.

(See Also Editorial on Page 29)

EDITOR'S NOTE: The March issue of Harper's Magazine contained an article on bread entitled, "Bread, and the Stuff We Eat," written by James Rorty. The article, which extensively criticizes the white bread being marketed by commercial baking companies, was printed despite the protests of the American Bakers Assn.

The American Institute of Baking has prepared an answer to the article, which appears in adjoining columns. It is of interest not only because of its specific purpose, but also because it contains much information which should be at the fingertips of those in the baking and allied industries for use as rebuttal to future attacks on commercially-baked white bread. This paragraph-by-paragraph analysis of the Harper's story was prepared by Dr. William B. Bradley, scientific director of the AIB.

Also appearing in adjoining columns is a letter from Howard O. Hunter, executive vice president of the AIB, to the editor of Harper's Magazine, sent at his request, which will be published in the April issue of Harper's with a brief rejoinder by Mr. Rorty.

James Rorty is a professional writer living at Flatbrookville, N.J. He was born at Middletown, N. Y., March 30, 1890. He received a bachelor of Arts degree from Tufts College in 1913. He has experience as an advertising copy writer, newspaper and magazine writer and editor and author. He is the co-author, with Dr. N. Philip Norman, of the book, Tomorrow's Food, published in 1947. He is a frequent contributor to Harper's, Collier's, New Republic, New Leader and other magazines, and has frequently written on various aspects of nutrition.

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The flour used by bakers from a nutritional standpoint is superior to the flour used by the housewife, because it contains more protein. Family flour is designed so that the housewife may make both cake and bread, and for this reason must be relatively weak and low in protein.

Because bakers' bread is made mechanically, his doughs must be able to withstand the punishment of the machines and must be made from flour that is stronger than family flour. Because strength is related to protein content, bakers' flour therefore must have more protein than the flour used by the housewife.

Paragraph No. 6—This paragraph indicates that every change the baker has made toward improving the handling quality of his doughs in his mechanical equipment, decreased the nutritive quality of his product. One reason that milk solids have had such widespread acceptance by the baking industry is the fact that the use of milk solids in the dough improves the handling quality of the dough. This same statement holds true for the shortening used in the formulas.

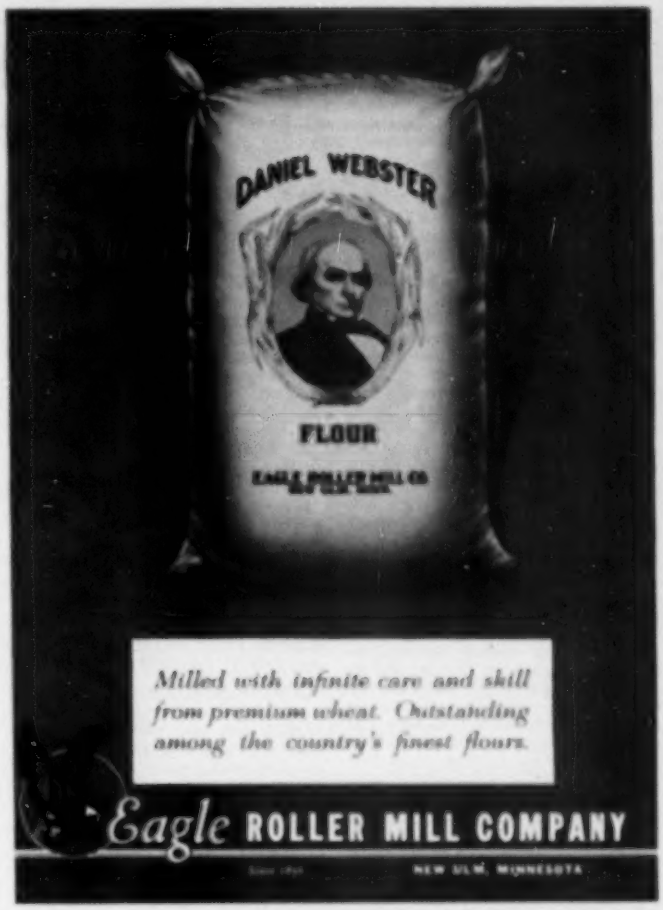
Paragraph No. 7—The writer doubts that mass advertising conditions the consumer so that she is influenced greatly in the type of bread she buys. One of our largest baking companies, years ahead of the time, spent a fortune advertising a nutritionally improved loaf of bread, but could not get "Madam Customer" interested in buying it, despite the fact that it sold at the same price as other commercial bread. Another bakery attempted to sell a highly advertised loaf of bread containing soya flour with no success.

Paragraph No. 9—The milling of wheat to 85% extraction would not greatly improve the nutritive value of the flour or the bread made therefrom. Analyses of the flour produced at 80% extraction rate during the emergency immediately following the war revealed that the nutritive value of the 80% extraction flour was only insignificantly higher than the nutritive value of the flour ordinarily used by bakers.

Paragraph No. 10—Thiamine, riboflavin, niacin and iron are added to the flour or added to the dough from which bread is made at a minimum of expense, the cost of which was carried by the baker or by the miller and was not passed on to the consumer. When enriched bread made its appearance on the market, it cost no more than the white bread which preceded it. The dairy industry, in some instances, has added vitamin D to its milk in order to increase the absorption and retention of the calcium normally found in milk and has asked a premium price for the resulting product. This paragraph also intimates that the enrichment of bread was sold to the nutritionists by industry. The nutritionists represented on the Food and Nutrition Board of the National Research Council are men whose reputations are above reproach; they are men who recommended enrichment because it represented a step forward toward attainment of better nutrition by the American people and not because it was a sales promotion plan on the part of industry.

Paragraph No. 11—The decreased use of shortening, fat and eggs by the baking industry during the war years was due to the inability on the part of the baking industry to obtain more of these materials to meet the increased needs required by the increased demand for commercial

(Continued on page 34)



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CANADIAN TRADE COMMENT

By A. H. Bailey

TORONTO — During the current session of Parliament many subjects of interest to Canadian milling and kindred industries are under discussion. Among these was the official announcement by C. D. Howe, minister of trade, on March 13 that if Germany and Japan are admitted as importing members of the International Wheat Agreement and allowed an import quota of 100 million bushels, Canada's total export quota will be raised from 203 million to 230 million bushels. Mr. Howe said there were other phases of the agreement reached in Ottawa which he did not feel at liberty to disclose.

A few days earlier Mr. Howe had said that the Canadian carryover into 1950-51 would probably be less than last year, and figures so far seem to bear him out. Canada's balance for export on Feb. 1 was 210,700,000 bu., or 22,600,00 bu. less than last year. Total supply at the beginning of the crop year was slightly larger than last year but against this exports up to Jan. 31 had been substantially higher while domestic consumption had risen by 11 million bushels. Domestic requirements today are running at a rate nearly three times that of prewar.

It was predicted in the House of Commons by J. A. Charlton, a member of the opposition, that new British contract prices and their effect on domestic prices would mean a drop in Canadian farm income between $200 million and $250 million. He said the government had depended too much on ECA funds from the U.S. to supply the dollars for Canada's U.K. markets, a fund which is diminishing rapidly for our use in view of the large surpluses in the U.S. Declaring that Canada must keep at least one foot in the U.K. market, Mr. Charlton urged immediate steps to arrange a trade conference with other empire countries to try to work out a solution for present problems.

A speech in the House of Commons March 14 delivered by R. W. Mayhew, minister of fisheries, who said he thought the answer to Canada's foreign trade problems would be the establishment of a national export-import corporation to make barter deals with sterling areas and other dollar short countries, set parliamentary lobbies buzzing with speculation. In an interview later, the minister said his suggestion was made on his own responsibility and not as a matter of government policy and that he did not intend the government should have any part in the financing or management of such a corporation but through its trade commissioners could furnish valuable assistance.

On his recent trip to the Orient, Mr. Mayhew said he believed he could have traded a shipload of Canadian goods for goods which could have been sold in Canada. He also said that before there was any method of financing international transactions traders had themselves found ways of buying and selling between countries by trading goods for goods. He believed private business could, by pooling its efforts, get Canadian products moving into overseas markets in exchange for other products which are needed in Canada.

In a press statement commenting on Mr. Mayhew's suggestion, the Canadian Council of the International Chamber of Commerce expressed opposition to any abandonment of the principles of multilateral trading as a solution to Canada's trade problems and said the suggestion made by Mr. Mayhew "required close scrutiny." The council statement said that some extension of trade arrangements to enable Canada to trade with countries having export-import agencies may be necessary but that Canada would have to watch very carefully any possibility of a government agency stepping into the place of the private Canadian trader.

On the other hand, J. A. Roberts, president of the Canadian Exporters Assn., said his organization welcomed Mr. Mayhew's suggestion and felt that the plan may "make a valuable contribution to the betterment of Canada's export trade."

6-MONTHS' FLOUR OUTPUT DOWN

Flour milled from Ontario winter wheat during the first six months of 1949-50 crop year amounted to 647,982 bbl., compared with 805,039 bbl. for the same period of 1948-49. Although the six months' total flour production in 1949-50 is below that of 1948-49, production of flour during December, 1949, and January, 1950, was 41,966 and 29,035 bbl., respectively, greater than for the same months in the previous crop year.

WHEAT BOARD SALES FIGURES SOUGHT

J. G. Gardiner, agriculture minister, has been requested to make public records of Wheat Board sales of coarse grains in the past few weeks. The request came from D. E. Stauffer, president of the United Cooperatives of Ontario.

In a telegram to the Minister, Mr. Stauffer charged that a rise of $7 to $8 a ton in oats and barley was due to "manipulations" by New York grain brokers.

The telegram said: "Definite hardship is being brought to bear on eastern Canadian feeders as a result of the sharply advancing price of coarse grains. Prices have advanced at least $7 a ton in the past three weeks. We believe that the present supplies are being held by speculators and that resulting increased prices are neither in the interest of the western producer nor the eastern feeder.

"We would suggest that all records of Wheat Board sales in recent weeks be made available to the public."

Subsidy Removal Expected to Hike Food Prices

LONDON—The decision of Britain's Socialist government to withdraw feedstuffs subsidies effective April 1 is expected to result in an increase in the price of food paid by consumers.

The cost of the feed subsidies, paid out of taxation to keep prices below world levels, is estimated at more than $100 million. Additionally, the government intends to withdraw fertilizer subsidies, calculated at $42 million.

The government has decided consumers will have to bear the greatest share of the increased costs, though some will fall on farmers.

Negotiations in respect to new prices to be paid farmers have begun, and farming representatives have already warned the government that if producers have to pay more for fertilizers, many will economize with a resulting drop in domestic grain production needed to offset buying in North America and elsewhere.

This policy of economy by farmers has already been demonstrated. Livestock owners are not taking all available feed under the rationing scheme. This trend was observed immediately after the rise in prices which followed the partial withdrawal of subsidies last year. While proposals for complete derationing are still being examined, there is opinion which maintains that the feed trade is derationing itself by providing conditions of surplus as a result of financial difficulties. This will mean a reduction in outturn and greater imports.

The forecasted rise in food prices is considered the major factor necessitating a switch in policy by the opposition Conservative party. The close result in the recent election was originally believed to indicate the need for another election soon. The suggestion has now been discounted because party officials have indicated that chances of a Conservative victory will increase the longer the Socialists remain in power. The present government may survive until June, 1951. By then effects of devaluation will be felt by all classes, and many goods, besides food, will show big price rises.

—BREAD IS THE STAFF OF LIFE—

VISIBLE SUPPLY DOWN

WINNIPEG—Visible wheat supplies in all positions for the week ending March 9, amounted to 143,400,000 bu., compared with 147,200,000 for the previous week, and 140,300,000 for the same period last year. Primary farm wheat marketings during the week, totaling 1,600,000 bu., fell below the volume of commercial disappearance from licensed elevator storage, which amounted to 5,400,000 bu.

—BREAD IS THE STAFF OF LIFE—

ON LEAVE OF ABSENCE

TORONTO—George McArthur, assistant manager Toronto branch of Parrish & Heimbecker, Ltd., left Feb. 1 for a year's leave of absence. Mr. McArthur is leaving shortly to spend the summer months in the country of his birth, Scotland.

—BREAD IS THE STAFF OF LIFE—

DELAY SEEN IN OPENING GREAT LAKES NAVIGATION

TORONTO—Opening of navigation on the Great Lakes this year is expected to be one to two weeks later than last year. It had been hoped that the grain movement from the head of the lakes would commence earlier this season, but while ice in northern waters is somewhat less than normal, subzero temperatures in the East formed the first appreciable ice of the season, hindering the opening of navigation.

—BREAD IS THE STAFF OF LIFE—

CANADIAN EXPORTS HIT 4,051,629 BUSHELS

WINNIPEG—More than 4,051,629 bu. Canadian wheat and flour was worked for export last week. Wheat sales under the International Wheat Agreement were as follows (in bushels): U.K. 1,540,736, Ireland 436,800, Egypt 354,366, Israel 80,078. Spain was the largest wheat buyer of the Class 2 countries, taking 255,678, while Colombia took 106,555 and Ecuador 7,466.

Flour sales totaled the equivalent of 1,270,000 bu. with most of this amount going to Class 2 countries. Approximately 833,000 bu. went in varying amounts to Ceylon, Barbados, Costa Rica and Hong Kong. Sales under the IWA, amounting to 337,000 bu. were destined for Cuba, British Guiana, Bahamas, Philippines, St. Lucia, St. Kitts, Belgian Congo and the Dominican Republic.

—BREAD IS THE STAFF OF LIFE—

WESTON APPOINTMENT

TORONTO—Norman H. Browne, manager of the Regina branch of Weston Bread & Cake Co., Ltd., for the past four years, has been appointed general manager of the Weston company operations in Saskatchewan.

EUROPEAN ROUNDUP

By George E. Swarbreck

LONDON—New names in the news follow the announcement of administrative changes by Clement R. Attlee, Britain's Socialist prime minister, after the recent general election when his party gained a narrow victory. The grain, flour and feed trades have a new master in the person of Maurice Webb, political journalist and top-flight party official, who becomes Minister of Food in place of John Strachey.

The passing of Mr. Strachey from the field of trade to the field of war in his new capacity as head of the army occasioned no regret in trade circles. Mr. Strachey has little business ability, relying mainly on his proclivity for dialectical argument. His former writings advocating the principles of Communism have already led him into trouble with those people willing to accept crank ideas in a minister of food but unwilling to accept them in a minister of war responsible for the country's security.

The volatile Edith Summerskill, a woman of ability but circumscribed by political theory, goes to the Ministry of National Insurance, where she can do little harm. The sacking of the two chief executives of the food industry by Prime Minister Attlee reflects the criticism of their administration which has come from traders and consumers alike.

Dr. Summerskill has been replaced by Stanley Evans, a gravel and sand pit proprietor. Mr. Evans is an experienced business man, almost unique in the Socialist set up in this respect, and he may be of service to the trade at a time when it is gradually being returned to private hands, despite the election propaganda put out in favor of bulk buy-

ing. Mr. Evans may use his business instincts to propel the trade along the road to freedom at an even greater pace.

PROBLEMS FOR MR. WEBB

Maurice Webb, the new minister of food, has quite a few problems on his hands. He may have some difficulty in maintaining wheat supplies when the Anglo-Canadian agreement comes to an end in June because the U.S. may object to the spending of more ECA dollars on offshore purchases of wheat and flour when American home production can fulfill demands. There is evidence, however, that Mr. Webb will be encouraged to bear in mind previous Canadian assistance to Britain and to continue the buying of wheat and flour from this source with the aid of dollars earned in the ordinary course of trade. Whether he will be able to do this depends upon the efforts of his colleagues, such as Sir Stafford Cripps, who remains in the government as economic dictator, to step up British production and to hike export sales in dollar areas.

Mr. Webb will also have to solve the Australian problem following upon the efforts of that country to unload some of its surplus wheat on the British. He will also be open to attack if he maintains his predecessor's refusal to step up imports of much needed feedstuffs, an urgent requirement if British farmers are to hike the home production of agricultural commodities in accordance with the desire of the government.

The retention of Tom Williams as minister of agriculture is popular in most quarters as he has not been unsuccessful in the appointment. It is his duty, observers say, to persuade Mr. Webb to give him more feed even if this means spending dollars in North America.

The close finish of the British general election was in reality a majority vote against further nationalization experiments and saw the temporary eclipse of some of the more extremist members of the socialist hierarchy.

RUSSIAN PRICE REDUCTIONS

The Russian government has announced further sweeping price reductions in many staple commodities among which flour and bread were prominently listed. Coarse milled wheat and rye flour prices were reduced by 25%, wheat flour of the finest and highest grades by 30% and finest wheat flour by 21%.

Rye bread, rolls and other kinds of bread made from coarse grained wheat and rye were reduced by 25.9%, bread made from higher grades of wheat flour by 30%, rolls, ring shaped rolls, ring shaped rusks, and other bakery products made from graded wheat flour by 30%.

TARIFFS CONFERENCE SITE SET

The United Nations Tariffs and Trade Organization has chosen Torquay, the English seaside resort, as the venue for an international conference scheduled to begin Sept. 28, 1950. The conference is expected to be the largest ever held by the organization and more than 40 nations will be participating. The members will discuss the general lowering of tariffs and the conference will last about six months.

CORN EXCHANGE PLANS APPROVED

At the annual general meeting of the Corn Exchange Co. in London, members were informed by the chairman, the Right Hon. Thomas Wilns, P.C., that plans for the rebuilding of the exchange, destroyed by enemy action in 1941, had been approved. Efforts are now being made to obtain a building license from the government whereupon the work will commence.

Joseph H. Pillman of the London flour importing firm of Pillman & Phillips and currently trade advisor on imported flour to the British government, was reelected a director of the company.

PERSIAN GRAIN ELEVATORS

Before the war seven grain elevators were erected, those at Teheran with a capacity of 60,000 tons and Ahwaz with 32,000 tons capacity being the largest. Only those at Teheran, Isfahan and Tabriz were actually equipped with grain handling machinery and it has now been recommended that the plant needed for the other elevators should be secured as soon as possible.

It has not been stated from which country the machinery will be imported but mention has already been made of the U.S., Britain and Germany as potential suppliers.

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AIB Rebuttal

(Continued from page 31)

bread needed to feed the armed forces and the civilian population. There was nothing unique in the baking industry relative to the use of decreasing proportions of hard-to-get ingredients during the war years. Textile manufacturers, rubber companies, automobile companies and most other industries were reduced to using ersatz materials. The baking industry was one of the first to return to the use of normal amounts of the usual ingredients, as is revealed by the use of milk in bread as soon as milk became available.

Paragraph No. 17—It has been revailed in the Congressional Record that none of the major baking companies used the bread softeners to which reference has been made in Paragraphs 15 and 16, and that none of them had used chemicals to replace natural ingredients, as is indicated in this paragraph. The real competition in the baking industry is not between the chemical manufacturers and agriculture, but between various phases of agriculture. Even if bread softeners are permitted in the standards for bread, the total amount of chemicals in bread will not exceed 1%. The other 99% will be the so-called natural ingredients. As the baker adds more milk to his formula, he is in reality decreasing the concentration of the other agricultural products; or should he increase the shortening, he in reality decreases the percentage of milk and flour used.

Because the baking industry produces about 15 billion pounds of bread each year, a great effort is made to have included in the average bread a small percentage of every excess agricultural commodity imaginable. A few years back, the Department of Agriculture attempted to interest the baker in using grapefruit juice as an ingredient in bread because of a large surplus of grapefruit. Although grapefruit juice is a well-known source of vitamin C, its use does not enhance the nutritive value of bread inasmuch as the vitamin C is destroyed during baking. On the other hand, grapefruit juice is an expensive source of the water needed to mix a dough.

Paragraph Nos. 25, 26, 27 and 28—The proposed standard for bread, issued by the Food and Drug Administration in 1943, would make it unlawful for white bread to be made from a formula in which soya flour is used. However, it would not prohibit the manufacture and sale of bread such as Dr. McCoy advocates, provided such bread is properly labeled as soya bread. Much of this article is devoted to labeling of processed foods, including bread, and yet the author is disturbed that the law would require Dr. McCoy's bread to be properly labeled. Does Dr. McCoy or Mr. Rorty want to cover up the fact that "yardstick bread" contains soya flour, just as the author accuses the baker of wanting to cover up the fact that his bread might contain a chemical ingredient? To label the "yardstick bread" as white bread would appear to be an attempt to cover up this ingredient.

Paragraph No. 29—This paragraph intimates that Col. Harvey E. Allen, director of school lunches for the city of New York, with all of the expenses which beset the commercial baker (except the cost of milk solids) is able to produce and distribute bread for 5¢ lb. It is safe to say that this cost does not cover taxes, overhead, depreciation, fuel, wrapping, advertising, and the other multitude of costs which commercial enterprises must meet.

Paragraph No. 30—There was no intention on the part of the Food and Nutrition Board of the National Research Council that the baker meet the standards for enriched bread through the use of increased amounts of wheat germ, milk solids, yeast, or soya flour, nor did the sponsors of enrichment feel that enrichment would increase the consumption of whole wheat bread. Enrichment was a means of improving the nutritive value of the type of bread for which the preference of the American people had been proven and a means of getting to the public certain food essentials, a deficiency of which had been demonstrated.

Paragraph Nos. 35, 36, 39 and 40—There is no evidence that enrichment in any way affected the bakers' use of agricultural products. The dairy interests have made that claim many times, but they themselves disproved this claim by financing a survey made by the University of Wisconsin which revealed that more milk is being used in the production of enriched bread than was used in the production of the white bread made before enrichment.

Paragraph Nos. 41, 42, 43 and 44—Would it not be better if Mr. Rorty were to place the blame upon the real proponents of the bread softeners instead of upon the baking indus-

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The Oldest Flour Brand in Kansas
that for more than seventy years has stood at the very top of the fine quality list.
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American Ace
—A superior bread flour, milled in one of the West's very finest flour mills.
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"Golden Loaf" That's Our Bread—
The Flour with the Double and Twobble left out
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THE ROSS MILLING CO.
Choice Quality Flour
Plain and Self-rising
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RED WING FLOUR
Milled in Minnesota for Over 40 Years
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try, as he does in these paragraphs and in several preceding ones? The real proponents and the ones who spearheaded the attempt to have these materials included were the Atlas Powder Co., Glyco Products Co. and the C. J. Patterson Co., who sell the softeners to the baking industry and whose profits would be jeopardized if these materials were not included in the standards for bread. As Mr. Rorty indicated, both the American Bakers Assn. and the Associated Retail Bakers of America are on record as opposing these ingredients, and the brief filed by the American Bakers Assn. does not indicate any change in attitude nor request consideration to the ingredients in question.

—BREAD IS THE STAFF OF LIFE—

AACC PRESIDENT MEETS WITH NEW YORK SECTION

NEW YORK—Dr. F. C. Hildebrand, General Mills, Inc., Minneapolis, president of the American Association of Cereal Chemists, was the speaker at a dinner meeting of the New York Section of the association held March 14.

The AACC president reported on his visits to other sections in the Northwest, Midwest, East and Canada throughout the year reviewing the activities, accomplishments and projects being handled by the various sections.

The major portion of Dr. Hildebrand's address was devoted to a discussion of the editorial and financial affairs of the association. He noted that the association was in a good financial position, that work was well planned and progressing satisfactorily and praised the overall constructive work being done by the many sections throughout the U.S. and Canada.

—BREAD IS THE STAFF OF LIFE—

DISCUSSION OF MACHINE ACCOUNTING SCHEDULED

KANSAS CITY—How to apply machine accounting procedures to production accounting, inventory controls and expense controls will be the subjects to be covered at the next meeting of the Flour Mill Accountants Assn. March 24 at the Hotel Continental in Kansas City. Leaders of the discussions will be H. S. Alexander, Dannen Mills, Inc., St. Joseph, and Francis Brodie, C.P.A. of the Hansen & Brodie Co., Kansas City. The meeting will begin at 10 a.m.

—BREAD IS THE STAFF OF LIFE—

ELEVATOR PLANNED

WAYNESBORO, GA. — A $300,000 grain elevator and seed drying plant, the first of its kind in the state, soon will be under construction here. The plant will be erected by Thomas L. Burrell, Inc., Indianapolis. The elevator will have a capacity of 250,000 bu., and will serve farmers within a radius of 100 miles.

—BREAD IS THE STAFF OF LIFE—

TWO ELEVATORS APPROVED

GOODLAND, KANSAS—Two new elevators have been approved for Sherman County. The Arlington Grain Co., Denver, will construct a 225,000-bu. elevator at Kanorado, and the Builders, Inc., of Wichita, will erect a 375,000-bu. elevator at Edson.

SNOBUDDY
No expense is spared to make SNOBUDDY the finest family-type flour in the land. We recently extensively revised and enlarged our mill sanitation system adding the newest and most modern devices. We want SNOBUDDY to be the tops in purity as well as baking character.
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The Choice of the Finest Hard Wheats
The only mill in this great terminal market, Duluth Universal consistently offers you a
BETTER SPRING WHEAT FLOUR
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MILLERS OF
WHEAT and RYE
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All Grades
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1000 cwts. Flour—250 cwts. Meal
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—our stocks analyzed for baking strength!

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Be Proud of Your Job, as We Are of Ours, for

"Bread is the Staff of Life"

GIBRALTER Flour

KANSAS BEST Flour

The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas

New Planning Group for Bakers' Program Announced

CHICAGO—Appointments to the planning committee of the Bakers of America Program, theme of which will be to outline the bakers' widespread aim of providing American housewives with bakery foods, have been announced by M. Lee Marshall, Continental Baking Co., New York, chairman of the board of governors of the American Bakers Assn.

Pointing out that the bakers today have taken over the task of providing American families with everything from breakfast rolls to after-dinner desserts, Mr. Marshall declared:

"Our future program is to familiarize homemakers with the increased service provided specifically for them by the bakers, and the increased consumption and appreciation of our commercially-baked foods."

Heading the planning committee will be Eugene K. Quigg, president of the ABA. Mr. Quigg is president of the Richmond (Ind.) Baking Co.

Other members include: F. W. Birkenhauer, Wagner Baking Corp., Newark, N.J.; C. J. Burny, Burny Brothers, Chicago; L. E. Caster, Keig-Stevens Baking Co., Rockford, Ill.; Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay; Joseph J. Dawson, Spaulding Bakeries, Inc., Binghamton, N.Y.; E. E. Kelley, Jr., Quality Bakers of America, New York; John R. Dwyer, Firch Baking Co., Inc., Erie, Pa.; L. D. Feuchtenberger, Jr., L. D. Feuchtenberger Baking Co., Bluefield, W. Va.; Joseph Hexter, Columbia Baking Co., Atlanta, Ga.; John T. McCarthy, Jersey Bread Co., Toledo, Ohio; R. L. Nafziger, Interstate Bakeries Corp., Kansas City, Mo.; Duane Rice, City Baking Co., Baltimore, Md.; E. O. Schnetz, Old Home Bakers, Sacramento, Cal.; Curtiss Scott, Grocers Baking Co., Louisville, Ky.; J. Roy Smith, Smith's Bakery, Mobile, Ala.; E. L. Southwick, Farm Crest Bakeries, Inc., Detroit, Mich.; Albert Wiehn, Wiehn's Bakery, Cleveland, Ohio; Gerard R. Williams, Williams Baking Co., Scranton, Pa., and Harry W. Zinsmaster, Zinsmaster Bread Co., Duluth, Minn.

FEED ORDINANCE PASSED BY MINNEAPOLIS COUNCIL

MINNEAPOLIS—The Minneapolis City Council recently passed an ordinance requiring that a special permit must be obtained in order to build, rebuild or reconstruct plants for grinding of feeds or storage of ground screenings, or both.

The ordinance was modified previous to its passage at a committee hearing at the request of industry representatives. The terms "maintain" and "open" were stricken from the original proposal.

Feed and warehouse interests generally believe that the ordinance will cause little difficulty beyond a certain amount of red tape entailed. One industry spokesman commented that it was not the intention of the city council to handicap business in any way but that the move was considered necessary to satisfy the demands of residents living near certain feed plants. He pointed out that sufficient city regulations already were on the books to govern building of plants, including building codes and fire, smoke and health ordinances.

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"Thoro-Bread"
(Diastatically Balanced)

A very fine, strong, altogether uniform and dependable flour

ARNOLD MILLING CO.
STERLING, KANSAS

The Rodney Milling Co.
25,000 Cwts. Capacity
Grain Storage 7,350,000 Bus.
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ACME — GOLD DRIFT
Better Bakery Flours
These Brands Meet Every Shop Need
The ACME FLOUR MILLS CO.
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BAKERY FLOURS
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"CREMO"
Just the Cream of Hard Wheat
CROOKSTON MILLING CO.
CROOKSTON, MINN.

BLAIR'S Certified FLOUR FEEDS
BLAIR MILLING CO., Atchison, Kans.

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

Snow Lily
Fancy Short Patent
Biscuit and Pastry Flour
ENNS MILLING CO., Inman, Kan.
Southern Regional Office
313-16 Exchange Bldg., Memphis, Tenn.

Research Needs on Use, Marketing of Grain and Products Stressed

WASHINGTON—The need for utilization and marketing research on grain and grain products was reemphasized by the Grain Advisory Committee in its meeting recently with officials of the U.S. Department of Agriculture. The committee, which functions under authority of the Research and Marketing Act, reaffirmed earlier recommendations on the priority that should be given to RMA research on these farm commodities.

In reviewing the RMA work now in progress, the committee gave thorough discussion to research proposals for improving the quality and acceptability of grain and grain products, both for the domestic market and abroad. While the committee gave general approval to work now underway to improve the production, utilization and marketing of grain and grain products, specific emphasis was placed on current research that should be expanded or intensified—such as projects that apply to development of new outlets, improved methods of conditioning and storing grains and the determination of disease reaction of new varieties of grain.

Recommendations for New Research

On the other hand, the committee made specific recommendations for new research, aimed largely at problems that confront the producer. These include: (1) A proposal that work be undertaken to prevent hardening or "caking" of fertilizer to facilitate year-round distribution and storage of these materials; (2) development of practical methods for using grain residues such as straw and stubble as a means of soil enrichment and conservation on farm land; (3) work which would develop protein crops that could be used as substitutes for wheat acreage, especially in the Great Plains area, and (4) development of more suitable grasses for the Plains states, in cooperation with the state experiment stations, which will be soil-building, serve as supplementary pasture and at the same time will be alternatives for wheat.

The committee members heard reports from a number of department representatives, which covered RMA research in the production, utilization and marketing fields, as well as other research of general interest. Albert J. Loveland, under secretary of agriculture, welcomed the committee, expressing appreciation to the members for the time they are giving in furtherance of agricultural research. He emphasized that the big task now is to obtain fuller distribution of the nation's abundant production.

Dr. P. V. Cardon, administrator of agricultural research for the department, discussed the administration of the RMA work since its transfer to the Agricultural Research Administration last year, and explained how RMA fits into the over-all research and service program of the Department of Agriculture. He also discussed research being performed under RMA contracts, through which the facilities of non-governmental institutions can be used, and stressed the importance of work being done in the states in cooperation with USDA.

John H. Davis, a member of the 11-man agricultural research policy committee, was present in his liaison capacity with the Grain Advisory Committee. Mr. Davis, executive secretary of the National Council of Farm Cooperatives, stressed that the RMA advisory committees could be most helpful if, in addition to the attention given immediate problems, they gave careful consideration to long-range work that would have lasting benefit for agriculture.

Chairman Reelected

Robert B. Taylor, producer of Adams, Ore., was reelected chairman of the committee and presided at the meeting. New members present were Erwin R. Jessen, Uhlmann Grain Co.,

VICTOR Products are milled in an efficiently equipped, temperature and humidity controlled mill . . . with a total floor space of 165,000 square feet and a storage capacity of over one million bushels of grain.

This modern-type mill . . . plus VICTOR expert milling practice . . . plus choicest wheat and corn — is why VICTOR Products are always uniform, quality products.

That is why . . . when you sell the VICTOR line, you are building constantly growing sales and attractive profits.

MIXED CAR SHIPMENTS

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CEREALS
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DARK WHEAT CEREAL

FEEDS
FOR POULTRY
FOR CATTLE
FOR HOGS
FOR SHEEP

Choice
MILLING WHEAT
NORRIS GRAIN COMPANY
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SWANS DOWN
• Bakery Cake Flours
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and a complete line of other Central States and West Coast Specialized Soft Wheat Bakery Flours.
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SUNNY KANSAS

You may think it a little far-fetched to say that SUNNY KANSAS flour has outstanding *sales ability*. But you'll realize there is truth in that statement if, as a flour jobber, you give SUNNY KANSAS a full chance to prove it in your flour sales program. SUNNY KANSAS quality is what gets and keeps those customers.

THE WICHITA FLOUR MILLS CO.

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CABLE ADDRESS, "SENTINEL"

NOVEL TIE-IN—A novel tie-in used one of Union Bag & Paper Corp. giant multiwall bags guest-starring on a recent "Celebrity Time" television show. The master of ceremonies asked guest celebrities how long they thought it would take a man to punch his way out of a paper bag. Answers ranged from 10 seconds to one minute. An actor was then placed in one of the multiwall bags and told to punch his way out. At the program's end 20 minutes later the actor was "still in there punching." Max Baer and Maxie Rosenbloom, two of the celebrities who appeared on the program, are shown above with one of Union's giant multiwall bags.

Kansas City, Mo.; C. Edgar Leafdale, Leafdale Seed Farm, Potter, Neb., and Herbert W. Clutter, producer, Holcomb, Kansas.

Other members of the committee present were Henry L. Cox, Corn Products Refining Co., Argo, Ill.; Lewis G. Graeves, Chas. Schneider Baking Co., Washington, D.C.; Roy F. Hendrickson, Washington representative of the National Federation of Grain Cooperatives, Washington, D.C., and John B. Wilson, Jr., producer of Bowling Green, Ohio. Members of the committee not present were Atherton Bean, International Milling Co., Minneapolis, Minn.; Herschel D. Newsom, Indiana State Grange, Columbus, Ind., and Herman J. Bollinger, producer of Bottineau, N.D. J. Roy Allgyer, assistant to the ARA administrator, is executive secretary of the Grain Advisory Committee.

GERBER-OGILVIE BABY FOODS, LTD., ORGANIZED

TORONTO—Two famous names, Gerber and Ogilvie, have been joined in the Gerber-Ogilvie Baby Foods, Ltd., with offices in Toronto. This new organization is marketing through the sales force of the Ogilvie Flour Mills Co., Ltd., the well-known Gerber infant cereals. Later this year announcements of further Gerber products for the Canadian market will be made.

Management of Gerber-Ogilvie Baby Foods, Ltd., is made up of Dan F. Gerber, president, and C. Lester Janes, W. V. Hudson, G. A. Morris, H. N. Davis and H. Groom, directors. Heading the new organization as general manager is R. A. McNair, McNabb Products, Ltd., who first introduced Gerber infant cereals to the Canadian market.

An EXTRA HOUR OF DOUGH STABILITY with WISDOM BLEACHED FLOUR

A new development which greatly extends fermentation tolerance. Provides more time for "cutting over" or giving dough extra punches. If you want a flour which will stand abuse, write or wire

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"Gooch's Best"
SUPERIOR QUALITY
to Make All Baked Things Better
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KANSAS CITY - - MISSOURI

Mother Hubbard Flour
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King Milling Company
High Grade Michigan Soft Wheat Flour. Plain and Self-Rising
Successful Millers for Fifty Years
LOWELL, MICHIGAN

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"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

The Williams Bros. Co.
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Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

Pfeffer Milling Company
Manufacturers of Pure High-Grade Winter Wheat Flour
Brands: Lebanon Bell, Flake White, Fluffy Ruffles
LEBANON, ILL.
Member Millers' National Federation
Capacity 1,100 Sacks Daily

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INCORPORATED
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Transportation Insurance on Flour Against All Risks
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CHICAGO, ILL. ST. JOSEPH, MO. NEW YORK, N. Y.

USDA Continues Study of European Co-ops as U.S. Farm Markets

WASHINGTON—The U.S. Department of Agriculture has begun the second phase of a two-year study of European cooperatives as markets for U.S. agricultural commodities. The project is sponsored jointly by the Farm Credit Administration and the Office of Foreign Agricultural Relations under the Research and Marketing Act.

Glenn E. Riddell, marketing specialist, has left for Europe to continue the first-hand study begun a year ago by John H. Heckman of the Farm Credit Administration. One of several RMA projects aimed at expanding and maintaining foreign markets for U.S. farm products, this study is intended to stimulate trade through European cooperatives.

Mr. Riddell will work in England, Norway, Belgium, The Netherlands, Sweden, Denmark, France, Switzerland and Italy. These countries were visited by Mr. Heckman last year. Mr. Riddell will follow up specific leads developed by Mr. Heckman in these countries and visit some individual cooperatives not included in the 1949 survey. In addition he will visit four countries not covered last year: Germany, Finland, Greece and Portugal.

Mr. Heckman's 1949 findings were published in Foreign Agriculture Report No. 39, European Cooperatives as Markets for U.S. Farm Products.

Mr. Heckman and Mr. Riddell have cooperated closely in planning the second phase of the study. When Mr. Riddell returns from Europe, the two specialists will work together in compiling the results of both surveys in a comprehensive report of the cooperatives of Europe as they provide outlets for U.S. farm products.

Traditionally, European cooperative groups have been important outlets for U.S. commodities, but since the war various deterrents have arisen. The U.S. is seeking to restore the prewar importance of this trade and also to expand movement of products not previously important.

—BREAD IS THE STAFF OF LIFE—

SOY FLOUR TO BE ADDED TO MEXICAN TORTILLAS

MEXICO CITY — Tortillas, the Mexican poor man's bread, will be enriched with soy flour.

The Public Health Ministry and the National Nutrition Institute have approved plans to add soy flour to the corn meal base of the national dish.

The two organizations point out that the soybean and its flour are widely accepted protein sources but that the soybean itself is adaptable to cultivation in Mexico, it has not been well received in this country.

Tortillas are made of a corn meal washed in lime water which, incidentally, adds considerable calcium to the resulting unleavened bread.

But the National Nutrition Institute insists the national diet is sadly lacking in proteins. Following the example set by other countries, the institute proposes to enrich tortillas with soy flour to improve the diet.

—BREAD IS THE STAFF OF LIFE—

USE FOR SURPLUSES

Livestock specialists say that an increase in the U.S. livestock population by less than 5% would use up all so-called grain surpluses.

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Rivalry Between Rice and Wheat in Far East Intensified

LONDON—The rice growing countries are becoming increasingly aware of the potential danger which may arise from the steps taken by the wheat and flour exporting countries to reduce the supremacy of rice as an article of diet among the populations of Asiatic territories. While rice will always be predominating as the staple diet, production, which was considerably reduced by Japanese aggression during the war, has not yet regained prewar levels while continually increasing populations are demanding greater supplies. Wheat and flour have successfully filled the need up till now but the competition between the two basic commodities will become intense as rice production increases.

Siam has found that her attempts to keep the price high in view of the prevailing shortage have not paid off and that markets have been lost to wheat as a result of the policy. Recent moves indicate that representatives are becoming more amenable to demands that the price be lowered. The official forecast of the rice surplus in 1950 has been upped from 800,000 tons to 1.2 million tons. Three British rice experts, representing Hong Kong, Singapore and the Federation of Malaya, are expected to visit Bangkok about the middle of January to draw up an agreement for the purchase of 400,000 tons of this surplus. No indication of the price to be paid has been revealed but it has been suggested by observers that the decision to send special representatives to negotiate the deal is an implication that the price is satisfactory. The British Ambassador has already opened the negotiations and all the experts will be required to do is to finalize the arrangements.

It has also been revealed that Supreme Allied Headquarters in Japan has contracted to buy 175,000 tons of Siamese rice for Japan during the first six months of the current year.

The area sown to rice in Pakistan for the crop years 1949-50 shows a slight decrease from that sown in the previous 12 months, being returned at 20,637,000 acres compared with 20,682,000 acres. The area sown to rice in the fall in East Bengal also showed a reduction of 5% due to unfavorable weather conditions at the time of sowing. The condition of the crop is reported to be normal.

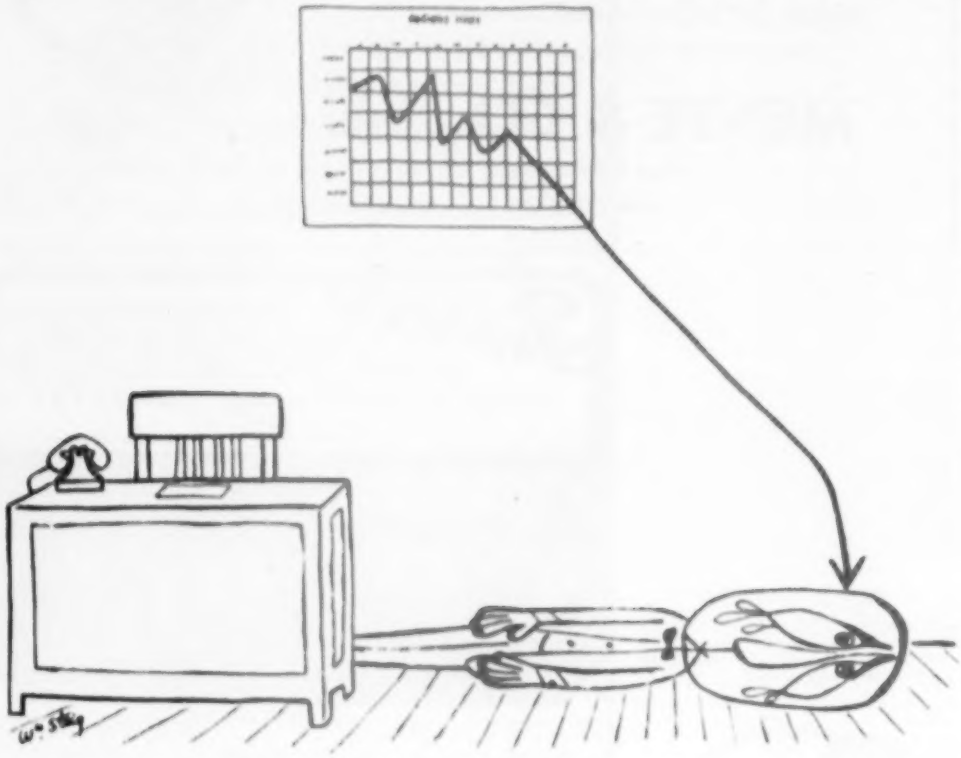
In Greece, the experimental planting of rice on salty waste land has proved successful and it is proposed to sow 6,000 acres during 1950.

2 PENNSYLVANIA GROUPS TO COMBINE MEETINGS

PHILADELPHIA—This year the annual convention of the Pennsylvania Millers & Feed Dealers Assn. and the Annual Nutrition Conference of Pennsylvania State College will be merged, and the combined meeting held in the Hotel Brunswick, Lancaster, Pa., Oct. 6-7, 1950. This decision was made to avoid duplication of effort, and the combined meeting is expected to draw a much larger attendance than would have been the case if they had been held separately.

NEW CANADIAN WHEAT

WINNIPEG—The Associate committees on grain research, plant breeding, and plant diseases, at their annual meeting here recently, recommended the licensing of Lee C. T. 509—a new variety of hard red spring wheat—for distribution in Western Canada. This variety is particularly suited for Manitoba and Eastern Saskatchewan, as it has a high resistance to leaf rust. It is less adapted for other parts of Saskatchewan and Alberta, the committee said. The verdict of the committees was given after extensive tests by cereal chemists in Canada, the U.S. and Britain, who found that Lee C. T. 509 met all required standards.



portrait of the miller who cut down on quality

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Thye Submits New CCC Amendment

GRAIN WAREHOUSEMEN SEE NEW THREAT IN PROPOSAL

First Amendment Withdrawn After Objections by USDA; Elevator Interests Fear New Measure Would Increase CCC Storage Competition

By JOHN CIPPERLY

Washington Correspondent of The Northwestern Miller

WASHINGTON—The bitter controversy over amending of the Commodity Credit Corp. charter in regard to participation of terminal commission merchants in the movement of CCC-owned grain swerved off on an unpleasant tangent for all grain warehousemen last week.

With a sudden and unaccounted for shift, Sen. Edward Thye (R., Minn.), a member of the Senate agriculture subcommittee holding hearings on the charter amendment, withdrew an earlier amendment and substituted the following proposal to amend Sec. 5(G) of the charter:

"In acquiring, warehousing, transporting, processing, handling, or disposing of an agricultural commodity (except disposing of such commodity to other government agencies) the corporation shall utilize the usual and customary channels, facilities and arrangements of trade and commerce except to the extent that the Secretary of Agriculture, after due notice and public hearing, determines that such channels, facilities and arrangements with respect to any area and period are inadequate for the efficient and effective conduct of such operation; but this provision shall not be construed to limit the corporation's authority to acquire storage facilities or any interest therein as provided by section 4(H) or to utilize storage facilities so acquired."

Purpose Altered

As far as can be learned the substitution of this proposal for the first Thye amendment originated with Sen. Thye himself and was designed to remove the mandatory use of terminal commission merchants in the movement of CCC-owned grain and at the same time make it clear that there was no intention to cripple CCC grain storage activities in regard to the so-called temporary and emergency storage facilities it has already acquired.

Charles F. Brannan, secretary of agriculture, in appearing before the Senate subcommittee in opposition to the original Thye amendment stated that this proposal would have the effect of denying CCC the right to use the storage facilities it had acquired to store farmers' crops. He said the Thye amendment would put the corporation back in the same position it held in 1947 when the 80th Congress took away its right to own or acquire any interest in real property, a power which the first session of the 81st Congress restored.

However the amendment goes much farther in its application than possibly its author may have supposed. Terminal grain warehouse representatives said it had the effect of giving CCC full steam ahead authority to build, own or buy country and terminal elevator facilities whereas up to this time CCC has stated that it had no intention of invading the field of permanent warehousing.

The terminal warehousemen's spokesman said that it frees all other segments of the grain handling industry but holds the warehousemen under a real government threat to enter the field of permanent warehousing. They consider themselves the innocent victims of the fight that the terminal commission merchants have been putting up to have themselves included in the movement of CCC-owned grain.

Fight Apparently Lost

Up to the time the Thye substitute proposal was offered it seemed evident that the commission men had lost their fight since Sen. Thye had failed to oppose the recommittal of the amendment to the Senate Agriculture Committee for reconsideration. The recommittal occurred because of USDA objections to the Thye amendment.

When the bill was returned to the committee and hearings on the measure were reopened the commission men found an unsuspected and unknowing ally in the person of Frank Woolley, assistant Production and Marketing Administration director, who through bitter and subjective testimony antagonized members of the committee and brought Sen. Thye back into the fray, resentful of the attitude of Mr. Woolley.

However, even if the Thye substitute proposal is adopted it seems unlikely to observers here that the terminal commission men have any chance of being included in the CCC grain movement. It is doubted that even after hearings these merchants can sustain a contention that in the CCC-owned grain movement they can contribute to the effective and efficient conduct of these operations except in reporting outturn weights and grades to country shippers, and then only at the expense of the country shippers.

Hearings Prolonged

The outlook for the substitute Thye amendment is bleak at best. Terminal commission men deny any part in the Thye substitute amendment, although it appears acceptable to them. However, the amendment is anything but satisfactory to the warehousing interests, who will openly oppose it unless the terminal commission merchants join with them in removing that section which so clearly gives CCC a green light to go ahead on ownership of permanent grain warehouses.

The extreme and intemperate attitude of Mr. Woolley has provoked some of the committee members to prolong the hearings. There is great pressure to get the amendment through Congress, since CCC needs the additional borrowing authority to meet its obligations on farm price supports for the coming crops. Mr. Woolley's attitude has turned what otherwise might have been merely a polite hearing of the case of the terminal commission merchants into a searching inquiry.

Certain Senators have been aware of the colossal size of CCC and feel that it may be time to apply checks on its activities before it expands beyond all limits of control. It is for that reason alone that there may be some hope that the Thye substitute amendment or some rewritten version of it stands a chance of approval by Congress.

The House opens its floor consideration of the CCC charter amendment without the controversial aspects of the Thye proposal, and it is expected that this bill under administration drive will pass early this week.

—BREAD IS THE STAFF OF LIFE—

B. F. FERGUSON NAMED TO TEXAS FEED GROUP POST

FORT WORTH—Ben M. Ferguson, Brackett Grain Co., Fort Worth, has been named acting secretary-treasurer of the Texas Grain & Feed Dealers Assn. He will fill the unexpired term of G. E. Blewett, Blewett-Little Grain Co., Fort Worth, who resigned recently because of his health.

Mr. Ferguson, appointed by the association board of directors, will take over the position April 1. He is experienced in the grain business and is a veteran of World War II army service in the Pacific. He is a native of Fort Worth.

Mr. Blewett has served the association actively as secretary-treasurer for 19 years, with the exception of three years when he was on leave of absence. Although he is resigning, he promised to assist in planning and holding the association convention and in other activities of the organization.

NBSHA PLANS 1950 CONVENTION

★

CHICAGO—The 1950 convention of the National Bakers Supply House Assn. has been scheduled Oct. 29-Nov. 2 at the Broadmoor Hotel in Colorado Springs, Colo. John P. Garrow, Chapman & Smith Co., Chicago, is chairman of the convention committee.

OIT Export Promotion May Call for Flour Advisory Group's Aid

WASHINGTON — Flour millers have been informed that the Office of International Trade is working out a program designed to promote U.S. flour exports. Announcement is made in a letter directed by Dr. Ralph T. Stewart, acting chief of the food branch of OIT, to members of the flour, grain and grain products industry advisory committee which was formed in 1948 to assist the government in the application and administration of export controls affecting flour and wheat. The committee is now being disbanded, according to Dr. Stewart's letter, but will be called into action again when needed.

The committee is one of several which are considered no longer necessary in view of development in the export field. A news release of the Department of Commerce reports that C. V. Whitney, acting secretary of commerce, has devised a plan for reducing the number of such committees and making better use of the time of public-spirited businessmen whose services on other committees are still needed in promoting more effective contacts between industry and the government.

Under the plan, said Mr. Whitney, other federal departments and agencies will be invited to utilize the services of the Commerce business advisory committees and the Commerce Department in turn will consult with business committees in other agencies.

"The Department of Commerce could not function effectively without the information and advice which it receives from public-spirited businessmen who give generously of their time and talent in serving on advisory committees," Mr. Whitney said.

The Department of Commerce has 476 committees on which businessmen serve. Of that total, 400 are attached to the National Bureau of Standards and are in the main composed of business and professional persons who are experts in developing commercial standards. Of the 76 committees of a general industry advisory nature 42 were appointed for advice and counsel to the department on export controls. Study indicates that 27 of the 42 may no longer be necessary because of the decline in export control operations. Fifteen may be retained to advise the department further on export controls.

"Disbanding of these committees," Mr. Whitney said, "would not mean that the department is in any way diminishing its program of seeking industry advice and counsel in the conduct of its business. Quite the reverse is true. The department is considering establishing broad and substantial committees in other fields where there is a need for top level industry consultation. Our study of our industry advisory committees will place our program of industry consultation on a more effective basis."

Among the millers who have served on the flour, grain and grain products industry advisory committee are William J. DeWinter, Russell-Miller Milling Co., Minneapolis; George E. Kelly, Bay State Milling Co., Winona, Minn.; Lee B. Smith, Sperry division of General Mills, Inc., San Francisco, Cal.; J. C. Mitchell, Tex-O-Kan Flour Mills Co., Dallas, Texas; Fred W. Lake, Colorado Milling & Elevator Co., Denver, Colo.; Henry H. Cate, Flour Mills of America, Inc., Kansas City, Mo.; Floyd H. Bateman, Shawnee (Okla.) Milling Co.; William H. Bowman, Acme-Evans Co., Indianapolis, Ind.; Rudolph Vogel, Pillsbury Mills, Inc., New York City; Monroe Wellerson, General Mills, Inc., New York City; Carl C. Farrington, Archer-Daniels-Midland Co., Minneapolis; A. B. Spartne, Pillsbury Mills, Inc., Minneapolis, and A. W. Quiggle, H. H. King Flour Mills Co., Minneapolis.

Flour Sales Summaries from Leading Markets

Prices reported in The Northwestern Miller's market reviews are for flour packed in 100-lb. cotton sacks unless otherwise specified. Mill list prices are quoted in the principal manufacturing centers and sales prices in the larger distributing centers. They represent average wholesale levels and do not take into account high or low extremes at which occasional individual sales may have been made. Except as noted, the price situation reported in these columns is that of the day preceding publication.

Southwest

Kansas City: Slight improvement was made in the quantity of flour sales in the Southwest last week, but lagging order balances were not bolstered by the business since most of the sales were priced on the date of shipment or were for shipment within a few days. Sales averaged 46% of a six-day week capacity, compared with 36% the preceding week and 29% a year ago. Nineteen per cent of the volume was for export.

Bakery flour sales by a number of the southwestern plants were somewhat improved over the preceding week. Size of sales was extremely small, the proportions being limited to 600 to 2,400 sacks each. Again, the major portion of the business was priced on the date of shipment. Immediate shipment sales furnished the balance of the business, except for a few odd lots which were for deferred shipment.

Bakers continue to stay close to shore on their buying activities. The lack of discounts for future deliveries and the failure of immediate shipment quotations to decline sufficiently to arouse buying interest kept sales to the bakery trade limited. Some of the larger chain bakers which are on a p.d.a. basis, continued to order out amounts each day last week.

Family flour business again was insignificant last week. Shipments were fair, and prices were unchanged from the preceding week. Clears held firm and demand was good for all grades. Supplies were fair.

Export buyers failed to show any interest last week. Jamaica bought a few small lots of low grades. 30,000 sacks were procured over the previous week-end and another 60,000 sacks were purchased March 18. Early this week PMA was buying 106,000 sacks of 72% extraction hard wheat flour for shipment in April to Austria. Great Britain and the Netherlands continued to seek quotations on export flour, but sales were negligible.

Quotations March 18, carlots, Kansas City: hard winter bakery short patent $5.50@5.60, standard patent $5.25@5.40, straight $5.15@5.30; established brands of family flour $6.40@7.10, first clears $4@4.25, second clears $3.65@3.80, 1% ash clears or higher $3.15@3.45; soft wheat short patent $6.80@7, straight $5.35@5.40, cake flour $6.15@6.75.

One mill reports domestic business active, 5 fair, 7 quiet, 10 slow, 4 dull.

Oklahoma City: Sales last week averaged 21% compared with 38% the previous week and 38% a year ago. Sales were domestic and divided 60% to family buyers and 40% to bakers. Operations ranged to 85%, averaging 73% compared with 75% the previous week and 75% a year ago. Prices closed unchanged on family flour and closed unchanged to 5c lower on bakery flour.

Quotations, delivered Oklahoma points, March 18, carlots: family short patent $6.10@7.05, standard patent $5.85@6.70; bakery, unenriched short patent $5.55@5.95, standard patent $5.30@5.70, straight grade $5.20@5.60; truck lots 35c higher on all grades.

Wichita: For the second consecutive week mills operated at 88% of capacity last week, compared with 80% a year ago. Domestic sales averaged 38%, compared with 39% the previous week and 55% a year ago. One mill reported export sales at 50% of capacity. Shipping directions were good. Quotations, basis Kansas City, March 18, carlots: family flour $6.12, bakers short patent $5.47, standard bakers $5.31; clears, in jutes, first clears $4.20, second clears $3.50.

Hutchinson: Enlarged small lot buying boosted volume slightly last week for mills of this area. No great interest was shown, but many bakers had exhausted supplies aand were forced to look to immediate needs. General feeling is that present price levels will not hold. Current bookings and directions against limited backlogs kept operations at 50% or slightly better. Prices were unchanged from the preceding week. Quotations: family patent $6@6.10, bakers patent $5.30@5.35, bakers standard $5.15@5.20, Kansas City basis.

Northwest

Minneapolis: Flour sales picked up slightly last week in comparison with the previous week, but the total still averaged well below 50% of milling capacity.

Flour buyers generally take the view that it is more to their advantage to book whatever small supplies they need to keep operations up and avoid consideration of long-term bookings. Sales reported last week consisted entirely of small lots for shipment within a few days. Prices were a little easier at the bottom of the range on most types of spring wheat flour early this week.

With sales slow and shipments fairly heavy, the backlog of orders on mill books is believed to average only about 20 days' running time, and considerably below this in individual cases.

With no change in price quotations on advertised brands of family flour, sales of that type were light. Buyers continued to order shipment of flour against bookings made Feb. 25 and earlier. Consumer buying was reported at a fairly good rate; however, it appears that distributors intend to keep their buying close to actual outgo until the new crop is harvested, relying heavily on price-date-of-shipment purchases.

Sales by spring wheat mills averaged 41% of capacity last week, compared with 31% the previous week and 80% in the comparable week last year. Shipments from mills averaged 79% of capacity, up 3% from the preceding week. (Percentage figures for this year are based on a five-day week; for last year on a six-day week.)

Production at Minneapolis mills averaged 73% of capacity, compared with 67% the previous week and 58% a year ago. For the entire Northwest, production averaged 66% of capacity, the same percentage computed for the previous week and in the comparable week a year ago.

Quotations March 20: standard patent $5.45@5.80, short patent $5.65@6.00, high gluten $5.75@6.05, established brands of family flour, enriched $7.15, first clear $5.00@5.30, whole wheat $5.20@5.60.

Interior Northwest Mills: Demand for flour continued slow, although some mills reported a slight improvement. Directions were fair to good. Production at interior mills averaged 56% of capacity last week, compared with 57% the previous week and 71% a year ago.

Central West

Chicago: Extreme dullness prevailed in the flour market last week. Lack of buying interest continues, with demand and sales at a very low ebb. An occasional one and two-carlot order was received for quick shipment, and even this type of sales was scarce. There was no interest whatsoever in round lot purchases. The strong market is increasing the bakers' resistance to buying in large amounts. Directions also slowed and were only fair. The family flour market showed very little activity last week and sales were spotty and in small lots only. Deliveries were fair.

Quotations March 18: spring top patent $5.70@5.90, standard patent $5.50@5.75, first clear $4.70@5.28, family flour $7.50; hard winter short patent $5.50@5.75, 95% patent $5.40@5.65, first clear $4.80; soft winter short patent $6@6.85, standard patent $5.20@6.60, first clear $5.50@5.90.

St. Louis: Local mills report that shipping directions the past week have been good. New sales also have been active, although selling has been

The Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb Market:

	High	Low	Close Mar. 10, 1950	Close Mar. 10, 1950
	1949-50			
Allied Mills, Inc.	30½	16⅛	18¼	18½
Allis-Chalmers	14⅝	35⅝	35⅝	34⅝
Allis-Chalmers, $3.33 Pfd.	80¼	70		69
American Cyanamid	50	35¼	55	59¼
American Cyanamid, Pfd.	137⅝	99	178½	137
Archer-Daniels-Midland Co.	42½	26⅝	40½	40½
Borden	51½	38⅝	50⅝	50½
Burry Biscuit Corp.	6⅝	1½	4⅝	4⅝
Continental Baking Co.	19⅝	13⅛	18½	18⅝
Continental Baking Co., $5.50 Pfd.	100	85	98	98
Corn Products Refining Co.	72½	57	69	70
Corn Products Refining Co., $7 Pfd.	189	171½		183⅝
Cream of Wheat	30½	23	30⅛	30
Dow Chemical	64½	41	60⅝	63⅛
Dow Chemical, $4 A Pfd.	110	101⅛	109	110
Dow Chemical, $3.35 2nd Pfd.	140½	101	133½	139
**Flour Mills of America, Inc.	17½	9½		12
General Baking Co.	12	8⅝	11⅛	11⅝
General Baking Co., $8 Pfd.	168	155		168
General Foods Corp.	58⅝	39½	49½	56⅛
General Foods Corp., $3.50 Pfd.	101	93⅛	101½	101⅝
General Mills, Inc.	56⅛	44⅝	56⅛	55⅝
General Mills, Inc., 5% Pfd.	115	97		112½
General Mills, Inc., 5% Pfd.	139	123⅝	137	137⅛
Great A. & P. Tea Co.	148⅝	103½		143½
Great A. & P. Tea Co., $5 Pfd.	147	130⅝		135
Hathaway Bakeries, Inc. "A"	11⅝	8⅛	11	11½
Horn & Hardart Corp. of New York	55	26⅝	33½	33⅝
Merck & Co.	47⅝	27	41⅝	41⅝
Merck & Co., $3.50 Pfd.	99	90		97
Merck & Co., $4 Pfd.	130½	105½	127½	128½
National Biscuit Co.	40⅛	36½	38	37⅛
National Biscuit Co., $7 Pfd.	186	176½	184⅛	183½
Nevadel-Agene	19	13⅛		16½
Omar, Inc.	18	11		11½
Pillsbury Mills, Inc.	34½	26	34	33⅝
Pillsbury Mills, Inc., $4 Pfd.	103½	100⅝		103
Procter & Gamble	89½	57½	86⅝	85⅝
Purity Bakeries Corp.	18⅝	24½	37	33½
Quaker Oats Co.	112	83½	105½	106½
Quaker Oats, $6 Pfd.	159	143⅝	157	156
Ralston Purina Co., $5.75 Pfd.	103½	97⅝		100½
St. Regis Paper Co.	9⅛	6⅛	7⅝	8⅝
St. Regis Paper Co., $4.40 Pfd.	90	77	86½	86½
Standard Brands, Inc.	13⅝	17½	22⅝	22⅝
Standard Brands, Inc., $4.50 Pfd.	97½	87	91⅝	91
‡Sterling Drug	41½	35	37⅝	38½
‡Sterling Drug, $3.50 Pfd.	100	94		100
Sunshine Biscuits, Inc.	60⅝	36½	50½	50½
United Biscuit of America	33½	19½	36½	36⅝
United Biscuit of America, $4.50 Pfd.	110	101		110
Victor Chemical Works	39⅝	33½		43½
Victor Chemical Works, $3.50 Pfd.	101	91		99½
Wagner Baking Co.	9⅝	7⅝		8
Ward Baking Co., Warrants	6⅝	2⅝	5⅛	
Ward Baking Co.	19⅝	12	18½	18⅝
Ward Baking Co., $5.50 Pfd.	107	87½	101½	100½

	Bid	Asked
‡Colorado Milling & Elevator Co.	13½	15
‡Safety Car Heating & Lighting Co., Inc.	17	18½
‡Standard Milling Co.	5⅛	6⅛

Closing bid and asked prices on stocks not traded March 17:

	Bid	Asked
Horn & Hardart Corp. of New York, $5 Pfd.	111½	113
Wagner Baking Co., Pfd.	109	112

**Chicago stock market. ‡Over counter. ‡Subsidiary Sterwin Chemicals, Inc.

principally in single and two carlots of all grades of flour.

Larger buyers are watching the March future very closely as they feel that with the delivery date so close some of the tightness may slacken and result in lower flour prices. Smaller buyers, both family and bakery, are just as reluctant to take hold for deferred delivery, keeping in mind that each day brings them closer to the new crop.

Clears are the exception, with the demand brisk but few available at prices which buyers are willing to pay. Stocks of clears are not burdensome, and with Production and Marketing Administration and army purchases likely soon, mills would rather stock the clears than sell at what seems unattractive prices. Shipping directions are fair, and prices of the better grades of flour are about steady with a week ago.

Quotations: St. Louis March 16: family top soft patent $6.45, ordinary $5.45, top hard $6.80, ordinary $5.60; bakers soft winter short patent $6.35, cake $6.35, pastry $5.20; soft straights $5.35, clears $4.10; hard winter short patent $5.70, standard patent $5.50, clears $4.65; spring short patent $5.90, standard $5.70, clear $5.10, low protein clears $4.45.

East

Buffalo: There was little change in the flour trade at Buffalo last week. The bakery and family sales volume was small, and prices remained constant. Buyers are still inclined to operate on a hand-to-mouth basis, filling only nearby needs. Domestic flour trade is termed sluggish, and there is a little fear in the minds of the local buyers that a tight wheat situation can develop through the Commodity Credit Corp. holdings. Shipping directions against contracts are now good, and milling operations continue fair.

Quotations March 18: spring family $7.80@7.90, high gluten $6.20@6.25, standard $5.85@5.90, first clear $5.20@5.30, hard winter standard $5.95@6, first clear $5.65@5.70, soft winter short patent $5.75@5.80, straight $5.55@5.60, first clear $4.30@4.35.

New York: Flour bookings were in small units, widely scattered, resulting in an extremely moderate total. Jobbers and small bakers, having filled their immediate needs, could afford to sit back and await prices more to their liking. The large chain bakers were either booked through April and May or else were buying on price-date-of-shipment basis. Therefore, the only business of any consequence reported in the area was a substantial round lot of springs purchased by an independent baker.

The small buying was almost entirely of springs, where mills shaded their prices for running time. Spring standard patents and high glutens were the chief movers as the proximity of prices on spring and southwestern flours reduced to nothing the interest on hard winters. Clears from both areas were firmly held and offered sparingly. Cake grades moved moderately for nearby shipment.

Reports on shipping directions were spotty. While some mills pushed for them, others had a fair volume. Although backlogs were small, the trade showed no intention of departing from its hand-to-mouth buying. Prices showed little change from the preceding week.

Quotations March 18: spring family flour $7.80, high gluten $6.30@6.45, standard patents $5.95@6.10, clears $5.40@5.60; southwestern short patents $6.10@6.25, standard patents $5.82@5.95; high ratio soft winters $6.25@7.25, straights $5.25@5.95.

Boston: Flour trading continued very quiet in the Boston market last week, with most changes, if any, confined to a slight variation of the existing price ranges. Springs moved up slightly on the inside quotations, and hard winters showed changes on the outside quotations. In soft wheat lines the same situation prevailed, with Pacific advancing 5¢ on the outside while eastern straights rose 25¢ on the inside.

Dealers reported the general activity was restricted to small fill-in lots necessary to maintain workable inventories. Mill agents were actively seeking business with little success, particularly from the larger operators. Bullish reports from the mills were generally ineffectual, and according to the current outlook it will take some sizable concessions to promote any extensive buying.

Quotations March 18: spring short patents $6.22@6.37, standards $6.02@6.17, high gluten $6.32@6.47, first clears $5.42@5.52; hard winter short patents $6.07@6.22, standards $5.77@6.02; Pacific soft wheat flour $6.32@6.57, eastern soft winter straights $5.27@5.97, high ratio $6.27@7.27; family $7.79@7.82.

Pittsburgh: Flour quotations were practically unchanged last week. One or two cars for larger bakeries with usual hand-to-mouth flour buying by smaller establishments was the rule. Buyers in most cases had to be stimulated to buy with price concessions, although some mills refused to accept offers at lower figures. Hard Kansas flour sales lagged, with spring wheat sales leading. Some pick-up in sales of sweet goods was noticeable but very little increase in the sales of pastry or cake flour noted. Family flour sales, although not in large volume, had a satisfactory sale to jobbers and grocers.

The bright spot of the week was increased shipping directions. Cold weather stimulated bread sales to restaurants and home trade, the recent strikes having for some time past made a deep cut into this business.

Quotations, f.o.b. Pittsburgh points, March 18: hard Kansas bakers standard $5.73@5.95, medium patent $5.83@6.10, short patent $5.95@6.20; spring wheat standard patent $6.05@6.30, medium patent $6.15@6.25, short patent $6.25@6.40; clears $5.25@5.65; high gluten $6.30@6.50; family flour, advertised brands $7.16@7.85, other brands $5.95@6.95; pastry and cake flours $5.25@6.92; Pacific Coast pastry flour $6.26.

Philadelphia: The local flour market is showing a complete lack of buying inspiration. Quotations reflect this effect of stagnation by remaining at a virtual standstill. However, there are some reports of flour being offered below official prices.

Both brokers and mill representatives say the majority of bakers are concentrating on the consumption of stocks on hand, with those in short supply taking only the modest amounts sufficient to meet current production needs.

The larger establishments have again tested the strength of the market by offering to purchase as much as 25¢ under going levels, but these offers seem to be getting a cold shoulder from milling interests. The strength lately in nearby-month wheat futures is causing no great concern, with some predicting that it will be followed by a period of easiness once the March contract expires.

It was pointed out that demand for flour is lagging because bakers are using less in the present era of disappointing sales of baked goods.

Quotations March 18: spring family $7.25@7.55, high gluten $6.45@6.55, short patent $6.25@6.35, standard patent $6.15@6.25, first clear $5.70@5.85; hard winter short patent $6@6.10, standard $5.90@6.05; soft winter standard $4.85@5.05.

CONTEST WINNER—Paul Bahne (left) manager of the Chadron (Neb.) Milling Co., and president of the Nebraska Grain Improvement Assn., congratulates Robert L. Hawkins, 16-year-old Lorenzo, Neb., 4-H club member, for having grown the wheat which took first place honors in the association's annual milling and baking contest. Young Hawkins' wheat, of the Nebred variety, placed 17th in the annual Nebraska Wheat Show where it was graded solely on physical characteristics. In the milling and baking contest, however, the wheat sample scored 96.9 points to win first place. The young farmer was awarded a trip to Omaha, a silver pitcher, a trophy and a certificate of agricultural achievement.

South

New Orleans: The rather sluggish demand for flour continues, with sales at a low point. The advances in price have in no way accelerated sales. Small quantities of hard winters have been sold for replacement and March delivery and, in some cases, carlot buyers turned to l.c.l. shipments. Sales on northern springs continue to improve. Percentage-wise they are selling better than hard winters, especially to the baking and jobbing trades.

Buyers in general are resisting all price advances. This condition is quite pronounced with the cracker bakers, and as a result soft winters are being sold mostly for replacement. Cookie bakers are enjoying good production and have been purchasing more freely, although not in excess of 60 days. Central states soft winters are still the best sellers. Cake bakers are finding spasmodic spurts in sales, but mostly their production is down.

Shipping directions have shown a slight decrease for the week, with stocks on hand about normal. Export flour sales are quiet to both Europe and the Americas. A few lots have been sold to Norway, Holland and Jamaica.

Quotations March 18, carlots, delivered, packed in 100-lb. multiwall paper bags: hard winter bakery short patent $5.60@5.75, standard $5.40@5.55, first clear $4.30@4.60, spring wheat bakery short patent $6.10@6.30, standard $5.90@6.05, first clear $5.35@5.65, high gluten $6.20@6.35, soft wheat short patent $5.75@6.05, straight $5.25@5.50, first clear $4.40@4.70, high ratio cake $6.05@6.40, Pacific Coast cake $6.75@6.90, pastry $6.10@6.25 (all rail).

Pacific Coast

Seattle: The market was reported quiet by flour salesmen, with business spotty and bookings for the most part of a fill-in nature. Hard wheat blends had a strong undertone due to depleted supplies of suitable types of milling wheat, but other prices were changed only fractionally and at the close of the week varied only a few cents from the previous lists. Quotations March 18: family patent $7.10, bluestem $6.18, bakery $6.20, pastry $5.96.

Portland: Flour mills submitted offers of flour to the Production and Marketing Administration the middle of last week. This is the first time the government has been in the market for several months, and the business is badly needed. Some mills are operating only one side, others two to three days a week. While domestic business has shown some improvement, there has been virtually no export business. Mill operations are far below normal.

Flour quotations March 18: high gluten $6.25, all Montana $6.20, fancy hard wheat clears $6.10, bluestem bakers $6.11, cake $6.85, pastry $6.05, whole wheat 100% $5.70, graham $5.60, cracked wheat $5.60.

Canada

Toronto - Montreal: Export trade was very slow. Inquiries are being received but the usual currency difficulties intervene. Operations of Canadian mills are being cut in line with lowered demand. Domestic consumption at a high level, but this is only a small amount compared with capacity of flour mills. Quotations March 18: top patent springs for use in Canada $11.10 bbl., seconds $10.60, bakers $10.20, all less cash discounts, in 98's cotton, mixed cars with 10¢ added for cartage where used. For export to U.K., government regulation flour $14.05 per 280 lb. to end of April, winter ports.

Winter wheat flour is moving in small lots. Quotations March 18: $9.25@9.80 bbl., f.o.b. Montreal; export $4.80 per 100-lb., export cottons, f.a.s. Halifax.

Deliveries of winter wheat are oil. High feed prices are resulting in use

MILL INSPECTION—The men pictured above were among the many millers and allied tradesmen who attended the Open House held at the 130-sack mill in the department of milling industry March 10. The Open House was held in connection with the annual joint meeting of Districts 1 and 2, Association of Operative Millers. The picture on the left includes George F. Schoenecker and F. J. Shidler, Southwest Mill and Industrial Equipment Co., Oklahoma City, and Dee McQuillen, general superintendent, Kansas Milling Co., Wichita. Shown in the center picture are E. J. Cecka, S. Howes Co., Inc., Silver Creek, N.Y., and Hill Shepardson, Hart-Carter Co., Minneapolis. The men in the picture on the right are M. C. Belan, general superintendent, Rodney Milling Co., Kansas City; Frank H. Strickland, Allis-Chalmers Mfg. Co., Kansas City, and Ernest Schroeder, Great Western Mfg. Co., Leavenworth, Kansas.

of stocks for feed. Quotations March 18: $1.95@1.98 bu., f.o.b. shipping point.

Vancouver: Export flour business continues slow. The Far Eastern picture is still not clear to shippers working out of this port. No new business has come from China in some weeks and it is presumed that Australia, by virtue of her sterling currency, is getting most of the business developing in Hong Kong.

Shippers hope that the Philippine Islands situation will soon be cleared up. In the meantime, only a few orders for prompt shipment are coming in. It is reported in Manila cables that authorities there are setting up a system of quotas, but it has not yet been established who will receive these quotas.

It has been fairly definitely established that eastern Canadian mills have been successful bidders for the second two full cargoes of flour for Colombo, Ceylon. Shortage of the lower grades of wheat in the West is believed to be the main reason why western mills did not get the latest business.

The domestic market is quiet and steady. Prices last week were unchanged. For hard wheat grinds, cash car quotations: first patents in 98's cottons $11.20, bakers patents $9.85 in paper bags and $10.25 in cottons; western cake and pastry to the trade $11.20@11.65.

Winnipeg: Export business in Canadian flour last week totaled 261,000 bbl., with Class 2 flour sales amounting to 185,000 bbl., going to Ceylon, Barbados, Costa Rica and Hong Kong. Under the International Wheat Agreement, sales amounted to 76,000 bbl., and were destined for Cuba, British Guiana, Bahamas, Philippines, St. Lucia, St. Kitts, Belgian Congo and the Dominican Republic. Domestic trade is moderate and mills are operating only part time. Prices remain unchanged and supplies are light. Quotations March 18: top patent springs for delivery between Fort William and the British Columbia boundary $11.20@11.40 cottons, second patents $10.70@10.90, second patents to bakers $10.20@10.40.

Texas: Demand last week was about the same as in recent weeks, total sales amounting to 30 or 35% of capacity, mainly family flour, with the usual scattering cars for export to the West Indies. Running time continued at about four days. Prices were about unchanged. Quotations March 18: family extra high patent $6.30@6.85, high patent $6@6.55; standard bakers, unenriched $5.60@5.80; first clears, unenriched $4.50@4.70, delivered Texas common points.

Salina: Demand for flour continues slow, with prices slightly higher than a week ago. Shipping directions are lagging.

Millfeed

Minneapolis: Influenced by tight supplies, particularly bran, and continued brisk demand, millfeed prices spurted as much as $3 during the past week. Quotations March 20: bran $45.50, standard midds. $47.50, flour midds. $49, red dog $49.50.

Duluth: Demand is fair to good, the trend is higher and supplies are adequate; pure bran $46.50, standard bran $45.50, standard midds. $48, flour midds. $49.50, mixed feeds $47.50, red dog $50.

Kansas City: Demand has picked up in all parts of the country during the past week and offerings continued to be scarce because of slow production. Both the feed mills and mixed car buyers have displayed good interest in buying feed. Quotations, March 20, bran $42.75@43.25, shorts $47@47.50.

Wichita: Millfeed demand was strong last week, with offerings inadequate. Quotations, basis Kansas City, March 17: bran $42.50, shorts $47.50; both bran and shorts advanced $3 ton, compared with the preceding week.

Fort Worth: Quotations March 18: bran $49@50, gray shorts $54@55, delivered Texas common points; $3@4 higher on bran and $2 up on shorts compared with the previous week. Offerings were rather limited last week and met a good demand.

Oklahoma City: Millfeed closed $3 higher on all classes. Quotations, straight cars: bran $44.50@45.50, mill run $47@48, shorts $49.50@50.50; mixed or pool cars $1 higher on all classes.

Hutchinson: Widespread demand boosted prices and kept warehouses cleared last week. Mixers and country dealers were eager to obtain supplies at prices which were as much as $3 ton above the same time the previous week. Quotations, Kansas City basis: bran $42@42.50, gray shorts $47@47.50.

Salina: Demand is good with bran $2 ton higher, and shorts $1.50 ton higher. Supplies are tight. Quotations, basis Kansas City: bran $41.50@42, gray shorts $46.50@47.

Chicago: Demand is fair, supplies are inadequate. Quotations: Bran $48@49, standard midds. $51, red dog $53.50@54, nominal.

St. Louis: Millfeed prices are very strong, due principally to lack of offerings and a greatly improved demand. Bran $46@46.50, gray shorts $50.50@51.

Buffalo: Millfeeds continue to be in good demand, with prices inclined to higher levels. Standard midds. and red dog have been particularly strong, and the present outlook on the Buffalo market is for continued firm prices and satisfactory demand. Quotations March 18, f.o.b. Buffalo: bran $49@49.50, standard midds. $50.50@51, flour midds. $52@52.50, red dog $52.50@53.

Pittsburgh: Buying of millfeeds continued to expand last week. Cold weather is credited with the increased retail and wholesale demand. Offerings in all lines are plentiful. Cautious buying is still the watchword of grain merchants. Quotations, f.o.b. Pittsburgh points: bran $53.50@55.60, standard midds. $55.50@57.60, flour midds. $57@59.60, red dog $59@60.60.

Boston: Millfeeds were in a very firm position this week, although quotations showed very little change. Buying was fairly limited with the bulk of the activity confined to small job-lots. Available supplies were slightly on the short side but the cautious buying retarded any inclination to raise asking prices any appreciable amount. Spring bran held at $57@57.50, middlings were unchanged at $58. Mixed feeds were also unchanged. Red dog was approximately $2 lower, with very little buying interest. Quotations March 18: spring bran $57@57.50, middlings $58, mixed feeds $58, red dog $61.

Philadelphia: In the wake of reports that standard bran offerings have expanded following a brief period of tightness, the local millfeed market is displaying an easy undertone. Standard midds. are in light supply, but stocks are said to be sufficient to meet current inquiry. The March 18 quotation on standard bran of $55 is $1 under the previous week, while standard midds. are unchanged at $57 and red dog is again quoted at $59.

New Orleans: Continued advances in millfeed prices have had a stimulating effect on purchases, and buyers are showing more interest although only for spot and immediate shipment. Both bran and shorts are in limited supply for these shipments. Quotations: bran $52.10@52.60, shorts $57.10@57.60.

Seattle: The market was quiet during the week, with neither buying nor selling pressure evident and all concerned in a mood to sit by and await developments. Prices were quoted in a fairly wide variety, indicating lack of activity, and occasional sales of odd cars were the only index to prices, with no broad trading at any level. Producers were fairly comfortable and were not inclined to press the market, but on the other hand buyers felt that there was no incentive to go out ahead. Mill lists for the most part ranged around $47 delivered common transit points for both quick and April shipment, but odd cars by resellers were reported to have traded at discounts of 50¢ and $1 ton from this level.

Portland: Mill run $46, middlings $52.

Ogden: Millfeed prices declined $2 during the past week, with demand continuing good and mills operating five days per week, to capacity. Plants are booked well into April. Quotations: red bran and mill run $45, middlings $48; to Denver: red bran and mill run $52, middlings $55; to California: red bran and mill run $52.50, middlings $55.50, f.o.b. San Francisco and Los Angeles.

Vancouver: Domestic demand continues extremely slow and there has been nothing new in the way of export for some time. While supplies from local mills continue unchanged, it is reported that prairie ideas continue strong due to eastern demand. Cash car quotations: bran $50, shorts $51, middlings $53.

Toronto - Montreal: Supplies are scarce. High feed prices have increased demand while lowered flour production has cut supply. Quotations March 16: bran $59.50, shorts $60, middlings $63, net cash terms, bags included, mixed or straight cars, Toronto-Montreal.

Winnipeg: Millfeed trade is quiet, and most of the supplies from western mills are going to eastern Canada. Sales in the three prairie provinces are insignificant, and there is no accumulation of supplies. Quotations: Manitoba, Saskatchewan and Alberta bran $51, shorts $54; small lots ex-country elevators and warehouses $3 extra.

Rye

Portland: White rye $5.70, pure dark rye $4.70.

Philadelphia: Demand for rye in this market has lost none of its recent lethargy. About the only sales are those to bakers who were obliged to buy to maintain production schedules. The March 18 quotation on rye white of $4.65@4.75 is unchanged from the previous week.

St. Louis: Sales and shipping directions have been fair. Pure white

$4.70, medium $4.50, dark $3.60, rye meal $4.20.

Chicago: Rye flour sales continued very spotty as interest was nil. Directions were only fair. White patent rye $4.25@4.30, medium $4@4.10, dark $3.30@3.70.

New York: Light sales of rye flour were reported below the general range. Quotations March 18: pure white patents $4.60@4.70.

Pittsburgh: The rye flour market continued to lag last week. Sales were extremely spotty and for prompt shipment. Prices show little change the past week, but buyers' ideas hold at a lower figure. Quotations: pure white No. 1 $4.61@4.70, medium $4.31@4.50, dark $3.95@4.11, blended $5.60@5.76, rye meal $4.11@4.20.

Buffalo: Sales of rye flour have been sluggish during the past week and continue to fall below expectations. Quotations March 18, f.o.b. Buffalo: white $4.95@5, dark $3.95@4, medium $4.75@4.80.

Oatmeal

Toronto - Montreal: Domestic demand is at the usual level, with no export demand. Quotations March 16: rolled oats in 80-lb. cottons $4.75; oatmeal in 98-lb. jutes $5.70, f.o.b. Toronto or Montreal.

Winnipeg: Small lots of rolled oats and oatmeal have been reported sold for export. Domestic trade is only moderate, and there are sufficient supplies to take care of all buying orders. Quotations Mar. 18: rolled oats in 80-lb. sacks $4.75@4.85 in the three prairie provinces; oatmeal in 98-lb. sacks $5.70@5.80.

Minneapolis: Bulk rolled oats were quoted at $5.44 March 20; 20-oz. packages $3.10 case, 48-oz. packages $3.35.

Wage Study

(Continued from page 9)

cluded in one definition for the purpose of this proceeding or whether they should be broken down into various segments.

"When this question has been determined, the panel will consider the type and scope of wage data which it will be necessary to gather in order to make a sound minimum wage determination. The Bureau of Labor Statistics of the Department of Labor will be the government agency which will collect and assemble this wage data. This can be done either on a sampling basis in which event representatives of BLS would visit a selected number of companies and gather the wage data in that fashion, or on an industry-wide basis in which event the data would be collected by questionnaire. The panel will be called upon to determine which of these methods should be employed.

"The panel will not consider minimum wages as such but will merely be called on to determine the methods by which the data is to be gathered upon which a determination will be made.

"The Bureau of Labor Statistics will then gather the data, assemble it and present it at a public hearing which will be called by the Public Contracts Division at a subsequent date. At this public hearing all interested parties will have an opportunity to consider the wage data presented, to present any wage data of their own which they may feel is pertinent and to discuss the actual determination of minimum wages.

"The Public Contracts Division will then draw up a recommended schedule of minimum wages which will be made available to all interested parties for comment. After these comments are in, the matter will be reconsidered and a final determination made by the Secretary of Labor.

"The Administrator of the Public Contracts Division has invited the following members of the flour milling industry to serve on this panel:

"E. W. Burgess, General Mills, Inc., Minneapolis.

"W. C. Fulwiler, Flour, Feed and Cereal Employers Assn., Seattle.

"D. S. Jackman, Jr., Kansas Milling Co., Wichita.

"Herschel McCalley, Igleheart Bros., Evansville.

"S. H. Rogers, Wilkins-Rogers Milling Co., Washington, D.C.

"R. D. Zumwalt, Tex-O-Kan Flour Mills Co., Dallas.

"In addition, the Administrator has invited the following representatives of the cereal preparations industry to serve on this panel:

"Power D. Custer, Kellogg Co., Battle Creek.

"Robert Forsley, The Quaker Oats Co., Chicago.

"Leon Miller, General Foods Corp., Battle Creek.

"A. J. O'Brien, Ralston Purina Co., St. Louis.

"G. V. Thomson, Cream of Wheat Corp., Minneapolis.

"The corn milling industry has also been invited to participate in the panel discussion but as yet we are not advised as to who the representatives of this segment of the industry will be.

"Also, we are not advised at this time who the representatives of labor will be, but it is understood that the proper labor unions will be represented."

——BREAD IS THE STAFF OF LIFE——

MADE EXCHANGE MEMBER

ST. LOUIS—The St. Louis Merchants Exchange has announced that Robert R. Anderson of the St. Louis Office of Cargill, Inc., has been admitted to membership in the exchange. He was recently transferred to St. Louis from Toledo.

Sales Under Wheat Agreement

Importing countries—	Guaranteed purchases	United States* Wheat	United States* Flour	United States* Total	Australia†	Canada†	France†	Total
		Exporting countries—total sales, 1,000 bu.						
Austria	11,523	5,165	1,229	6,394				6,394
Belgium	26,209	6,725	16	6,741		3,786		10,527
Bolivia	2,720	404	218	622		366		988
Brazil	13,228							
Ceylon	4,409				4,409			4,409
Costa Rica‡	1,192							
Cuba	7,422	26	1,063	1,089		2,327		3,416
Denmark	1,617					232		232
Dom. Republic	735		69	69		512		581
Ecuador	1,103		658	658		501		1,159
Egypt	8,818				6,846	1,668		8,514
El Salvador	404		267	267		116		383
Greece	16,726	9,522	692	10,214				10,214
Guatemala	367		297	297		110		407
Haiti	1,029		92	92		914		1,006
India	38,287				30,274			30,274
Ireland	10,194	1,932	109	2,041		2,175		4,216
Israel	5,144	373	383	756	329	3,944		4,939
Italy	46,416	6,270	796	7,066				7,066
Lebanon	2,388							
Liberia‡	27							
Mexico	9,188	8,212		8,212		349		8,561
Netherlands	20,731	15,558	2,738	18,296	1,004	600	1,670	21,570
New Zealand	4,592				32			32
Nicaragua	284		215	215		88		303
Norway	7,716	2,088	2,176	4,264	612	3,183		8,059
Panama	475		82	82		216		298
Peru	8,512	2,417		2,417		66		2,483
Philippines	7,202		232	232		111		344
Portugal	8,144	3,580	697	4,287	23	173		4,483
Saudi Arabia	1,637	27	270	297	19	233		549
Sweden	2,756				1,009			1,008
Switzerland	8,430					4,999		4,999
Un. of South Africa	11,668				3,900	3,400		7,800
U. K.	177,063	11,186	2,342	13,528	19,366	120,773	1,787	155,454
Venezuela	4,777		919	919		3,944		4,863
Total	456,209	71,687	15,804	87,491	73,523	156,837	3,197	316,348
Guaranteed quantities (exporting countries§)				168,706	80,293	205,880	3,330	456,209
Balance				81,215	7,770	48,943	133	137,861

*Sales confirmed by CCC through March 14, 1950.
†Sales recorded by Wheat Council through March 10, 1950.
‡Has acceded to agreement but not deposited instrument of acceptance with State Department.
§Unofficial quantities.

DEATHS

Edward F. Emmons, 60, a former president of the Kansas City Board of Trade and a vice president of Simonds-Shields-Lonsdale Grain Co. before his retirement, died March 20 at his home in Kansas City. Details elsewhere on this page.

Edith Fink, wife of **Emil Fink**, president of Fink Baking Corp., New York, died March 11 in Miami Beach, Fla., from a heart condition. In addition to her husband, who is a prominent member of the New York baking industry, she is survived by two daughters and a sister. Funeral services were held in the Riverside Memorial Chapel in New York March 14.

James E. Saunders, 56, manager of the Blue Springs (Mo.) Milling Co., a unit of the Mid-Continent Grain Co. of Kansas City, died of a heart attack March 19. Mr. Saunders had been manager of the feed mill and elevator for 25 years.

W. J. Anderson, 64, a member of the Winnipeg Grain Exchange from 1922 until his retirement in 1949, died in Natchez, Miss., while on a motor trip in the U.S. Born in Holland, Man., Mr. Anderson started in the grain business in 1915. He was president and general manager of the W. J. Anderson Elevator Co., Ltd.

Michael Hoffmann, 76, retired special representative of the president of Anheuser-Busch, Inc., St. Louis, died March 11 of a gall bladder disease at a St. Louis hospital. A native of Germany, Mr. Hoffmann was a former president of the Associated Retail Bakers of America and a past president and secretary of the St. Louis Master Bakers Assn. He is survived by his widow, **Margaretha Hoffmann**, two daughters and a son.

Edward F. Emmons

E. F. EMMONS, RETIRED K.C. GRAIN MAN, DIES AT HOME

KANSAS CITY—Edward F. Emmons, 60, a former president of the Kansas City Board of Trade and until about 10 years ago a vice president of Simon-Shields-Lonsdale Grain Co., died at his home in Kansas City on March 20.

Mr. Emmons had been forced into retirement because of a heart ailment.

He began his career in grain with the Southwestern Milling Co., now the Kansas City plant of the Standard Milling Co. At the age of 21 he was admitted to the Board of Trade. He joined the Simonds-Shields-Lonsdale firm, now known as Simonds-Shields-Theis Grain Co., in 1915 and was later named manager of the milling wheat department of the company. He was vice president of the company from 1930 until his retirement in 1939.

Mr. Emmons is survived by his widow, a son, Joseph, and his mother and sister, both of whom reside in Minneapolis.

——BREAD IS THE STAFF OF LIFE——

ELEVATOR TO BE BUILT

NEOGA, ILL.—The Cumberland Grain & Supply Co. here has let contracts for construction of a 16,000-bu. elevator to be built near the firm's present structure. Work is expected to be completed in May.

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ST. LOUIS MILLING CLUB SCHEDULES GOLF OUTING

ST. LOUIS—The St. Louis Milling & Grain Club will inaugurate its program of activities for the 1950 season at an outing and dinner scheduled for April 11 at Greenbriar Hills Country Club.

Weather permitting, a golf tournament will be held during the afternoon, followed by a dinner at 7 p.m. The guest speaker will be Robert L. Burness, sports columnist of the St. Louis Globe Democrat. About 125 members are expected to attend. Guests will be welcome.

——BREAD IS THE STAFF OF LIFE——

CONTINENTAL DIVIDENDS

NEW YORK—The board of directors of the Continental Baking Co. has declared the following dividends: A quarterly dividend of $1.37½ a share on the outstanding $5.50 dividend preferred stock, payable April 1 to holders of record at the close of business March 20; and a regular quarterly dividend for the first quarter of the year 1950 of 40¢ a share on the outstanding common stock, payable April 1 to holders of record at the close of business March 20.

SUMMARY OF FLOUR QUOTATIONS

Week-end flour quotations, in sacks of 100 lb. (Canadian quotations in barrels of 196 lb.) All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring family	[illegible]	[illegible]	@	@	[illegible]
Spring top patent	[illegible]	@	@	@	@
Spring high gluten	@	[illegible]	@	@	[illegible]
Spring short	@	[illegible]	@	[illegible]	@
Spring standard	[illegible]	[illegible]	@	[illegible]	[illegible]
Spring straight	@	[illegible]	@	[illegible]	@
Spring first clear	[illegible]	@	@	@	@
Hard winter family	@	@	[illegible]	@	[illegible]
Hard winter short	[illegible]	@	[illegible]	[illegible]	@
Hard winter standard	[illegible]	@	[illegible]	[illegible]	[illegible]
Hard winter first clear	[illegible]	@	[illegible]	[illegible]	[illegible]
Soft winter family	@	@	@	[illegible]	@
Soft winter short patent	[illegible]	@	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	@	@	@	@
Soft winter straight	@	@	[illegible]	[illegible]	[illegible]
Soft winter first clear	[illegible]	@	@	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	@	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	@	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	@	[illegible]	[illegible]
Durum, gran., bulk	[illegible]	@	@	[illegible]	[illegible]

	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring family	[illegible]	[illegible]	@	[illegible]	@
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	@
Spring short	@	[illegible]	[illegible]	[illegible]	@
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	@
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	@
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	@
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	@
Soft winter family	@	@	[illegible]	@	@
Soft winter straight	[illegible]	@	[illegible]	@	@
Soft winter standard	@	[illegible]	@	@	@
Rye flour, white	[illegible]	[illegible]	@	[illegible]	@
Rye flour, dark	@	@	@	[illegible]	@
Semolina, standard	[illegible]	@	@	[illegible]	@
Durum, gran., bulk	@	@	@	[illegible]	@

	Seattle	Los Angeles
Family patent	[illegible]	@
Bluestem	[illegible]	@
Bakery grades	[illegible]	@
Pastry	[illegible]	@

	Toronto	*Winnipeg
Spring top patent	[illegible]	[illegible]
Spring second patent	[illegible]	[illegible]
Spring first clear	@	@
Spring exports‡	[illegible]	@
Ontario soft winters	[illegible]	@
Ontario exports‡	[illegible]	@

*In cottons, Fort William basis. ‡280-lb. cottons.

SUMMARY OF MILLFEED QUOTATIONS

Week-end millfeed quotations, summarized from the market reviews, are based on carload lots, prompt delivery, per ton, packed in 100-lb. sacks, f.o.b. at indicated points:

	Chicago	Minneapolis	Kansas City	St. Louis	Ft. Worth
Spring bran	[illegible]	[illegible]	@	@	@
Hard winter bran	@	@	[illegible]	@	@
Soft winter bran	@	@	@	[illegible]	[illegible]
Standard midds.*	[illegible]	[illegible]	@	@	@
Flour midds.†	@	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	@	@	@

	Buffalo	Philadelphia	Boston	Pittsburgh	Atlanta
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	@
Standard midds.*	[illegible]	[illegible]	[illegible]	[illegible]	@
Flour midds.†	[illegible]	@	@	[illegible]	@
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	@

	Spring bran	Shorts	Middlings
Toronto	[illegible]	[illegible]	[illegible]
‡Winnipeg	[illegible]	[illegible]	@

*Brown shorts. †Gray shorts. ‡Fort William basis.

UNITED STATES VISIBLE GRAIN SUPPLY

Visible supply of grain in the U.S. as compiled by the secretary of the Chicago Board of Trade in bushels (000's omitted) on March 11, and corresponding date of a year ago:

	Wheat 1950	Wheat 1949	Corn 1950	Corn 1949	Oats 1950	Oats 1949	Rye 1950	Rye 1949	Barley 1950	Barley 1949
Baltimore	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Boston	[illegible]	[illegible]		[illegible]						
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat	[illegible]		[illegible]		[illegible]				[illegible]	
Chicago	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat			[illegible]				[illegible]			
Duluth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Enid	[illegible]		[illegible]		[illegible]					
Ft. Worth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Galveston	[illegible]	[illegible]	[illegible]	[illegible]						
Hutchinson	[illegible]	[illegible]					[illegible]	[illegible]		[illegible]
Indianapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		
Kansas City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Milwaukee	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]			[illegible]	[illegible]
Afloat									[illegible]	
Minneapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
New Orleans	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]				
New York	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]					
Afloat	[illegible]									
Omaha	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Peoria	[illegible]	[illegible]	[illegible]	[illegible]						
Philadelphia	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Sioux City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
St. Joseph	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]
St. Louis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Wichita	[illegible]	[illegible]								
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

GRAIN FUTURES—CLOSING PRICES

Closing grain futures quotations in leading markets, in cents per bushel:

WHEAT

	Minneapolis May	Minneapolis July	Minneapolis Sept.	Chicago Mar.	Chicago May	Chicago July	Chicago Sept.	Kansas City Mar.	Kansas City May	Kansas City July	Kansas City Sept.
Mar. 13	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 14	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 15	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 16	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 17	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 18	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	CORN Chicago Mar.	CORN Chicago May	RYE Chicago May	RYE Chicago July	RYE Winnipeg May	RYE Winnipeg July	RYE Minneapolis May	RYE Minneapolis July	OATS Chicago Mar.	OATS Chicago May	OATS Minneapolis May	OATS Minneapolis July
Mar. 13	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 14	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 15	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 16	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 17	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 18	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

MOSTLY PERSONAL

Charles B. MacLeod, president and general manager, Hubbard Milling Co., Mankato, Minn., vacationed at Fort Lauderdale, Fla., recently.

●

Charles R. McClave, chairman of the board, Montana Flour Mills Co., Great Falls, spent about a week in New York recently on a combined business and pleasure trip.

●

E. C. Dreyer, president, Dreyer Commission Co., St. Louis, and **Mrs. Dreyer,** have returned from a late winter vacation at Mineral Wells, Texas.

●

E. J. Wingart, since 1947 Toledo district sales manager for Sunshine Biscuits, Inc., has been promoted to Detroit district manager. He was succeeded in Toledo by **Dee Mead,** formerly in the Detroit district.

●

John H. Marfield, president of the St. Cloud Milling Co., returned to company headquarters in Minneapolis recently after a trip to the Southwest.

●

Jack H. Rathbone, president, Arnold Milling Co., Sterling, Kansas, left New York, at the close of last week after a stop-off with **William V. Purcell,** flour broker.

●

J. R. M. Wilcox, retired manager of Ismert-Hincke Milling Co., Kansas City, was back in Kansas City last week calling on old acquaintances. Mr. Wilcox left the Ismert-Hincke company in 1937 and has been residing in Los Angeles since that time. He entered the milling business in the Southwest in 1897.

●

Nelson Cotton of the Ohio Farmers Grain Corp., Fostoria, Ohio, was a recent guest of **R. F. Cunningham** on the New York Produce Exchange.

●

Cecil A. Jordan, vice president and treasurer, Consolidated Flour Mills Co., Wichita, Kansas, has returned from an extended fishing trip in Florida.

●

Dr. Frank C. Hildebrand, technical director, products control department, General Mills, Inc., Minneapolis, was a visitor at the New York offices of the mill following his address at a meeting of the New York section of the American Association of Cereal Chemists. Dr. Hildebrand is president of the national association.

●

R. N. Conners, vice president and general sales manager, Chase Bag Co., Chicago, and **Mrs. Conners,** are enjoying a South American cruise. They expect to return to Chicago the first part of April.

●

C. D. Sturgis, bakery service representative, Buffalo, for Commander-Larabee Milling Co., Minneapolis, spent a few days calling on the trade in New York last week.

●

H. Glenn Armstrong, plant traffic manager for General Mills, Inc., at Wichita, Kansas, has been transferred to the General Mills traffic department in Chicago. He was honored at a farewell dinner given by the Wichita Traffic Club. His successor in Wichita is **Warren C. Rush,** formerly assistant traffic manager for General Mills at Kansas City.

●

Elmer W. Reed, executive vice president, Flour Mills of America, Inc., Kansas City, and **Mrs. Reed** are on a vacation trip to Mexico. They expect to be away from Kansas City for two weeks.

●

Charles S. Echerd, Oklahoma City, comptroller for the Acme Flour Mills Co., is motoring with his family on a garden pilgrimage in the Vicksburg, Miss., and Baton Rouge, La., area.

●

A. G. Eberenberger, sales manager for the Valier & Spies Milling Company, St. Louis, is on a business trip calling on trade connections in the Southeast and eastern states.

●

William Giltenboth, branch manager of the Pittsburgh office of the Red Star Yeast & Products Co., has joined the sales staff of Stover & Andrews, Pittsburgh flour broker.

●

C. C. Blair, vice president, Norris Grain Co., Duluth, with his wife and daughter, is vacationing at Daytona Beach, Fla.

●

Otto Emrich, Emrich Baking Co., Minneapolis, is on an extended trip to Germany accompanied by his sister **Mrs. Elizabeth Main,** Minneapolis. They took off from Idlewild Airport in New York Feb. 26 and plan to return to Minneapolis around the middle of April. They are spending

VISITING MILLER — Rogers C. B. Morton, president of Ballard & Ballard Co., Inc., Louisville, the man on the right in the picture, was a visitor at the department of milling industry at Kansas State College, Manhattan, March 9 in connection with his appearance on the program of the joint meeting of Districts 1 and 2 of the Association of Operative Millers. His host, Dr. J. A. Shellenberger, and Mr. Morton were photographed in the pilot bakeshop of the milling school during an Open House held in connection with the millers' meeting.

WANT ADS

Advertisements in this department are 10c per word; minimum charge, $1. Add 10c per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5c per word, $1 minimum. Add 10c per insertion for keyed replies. Display Want Ads $6 per inch per insertion. All Want Ads cash with order.

HELP WANTED

WANTED—EXPERIENCED HEAD MILLER to take charge of milling operations in large modern mill. Excellent opportunity for right man. Address 716, The Northwestern Miller, Minneapolis 2, Minn.

AVAILABLE NOW — AN UNUSUAL OPPORTUNITY for a flour or bakery specialty salesman. Full time or as a side line. Our products sold coast to coast since 1918. Address 714, The Northwestern Miller, 75 Beaver St., New York 4, N. Y.

WANTED — EXPERIENCED MAINTENANCE foreman to take charge of maintenance crew in large modern corn mill. Excellent opportunity for capable man. Apply giving full particulars to: General Foods Corp., Corn Mill Division, Kankakee, Ill.

SALESMAN—EXPERIENCED IN TEXTILE field, age preferably 35-45, to represent us in eastern Kansas and adjacent states, calling on good, established clientele selling textile and paper bags. Starting salary commensurate with experience and proven ability, with excellent opportunity for advancement. State age, education, marital status, past experience, any other pertinent information. Include recent snapshot if available. Replies held strictest confidence. Address Albert Worthan, Worthan Bag Corp., Nashville, Tenn.

SITUATIONS WANTED

STEADY DEPENDABLE MILLER WITH 25 years' experience in hard and soft wheat wishes change. Do not smoke or drink. Address 712, The Northwestern Miller, Minneapolis 2, Minn.

MILL SUPERINTENDENT OR ALLIED trade salesman. Have knowledge and background to be successful. Prefer non-union but not essential. Available immediately. Address 713, The Northwestern Miller, Minneapolis 2, Minn.

CEREAL CHEMIST — EXPERIENCED IN development and control of flour and prepared mixes requires employment. Familiar with bread and cake baking tests and bakery service work. University graduate. Address 715, The Northwestern Miller, Minneapolis 2, Minn.

MACHINERY WANTED

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, 1523 E. High, Jefferson City, Mo.

most of their time in Osnabruck. It is the first time they have been in Germany in the past 30 years.

•

J. M. Stoney, Augusta, Ga., flour broker, and **Mrs. Stoney** have been visiting in Miami, Fla., Mr. Stoney's former home.

•

P. H. Baum, vice president and general manager of the William Kelly Milling Co., Hutchinson, Kansas, has been calling on connections in New York and other cities of the eastern seaboard.

•

Robert F. Imbs, secretary-treasurer of J. F. Imbs Milling Co., St. Louis, is spending a late winter vacation at Phoenix, Ariz.

•

James S. Hargett, Oklahoma City, president of the southwestern division of General Mills, Inc., and **Mrs. Hargett** recently went to Kingman, Ariz., to attend the funeral of Mr. Hargett's brother.

•

T. T. Zimmerman, vice president and sales manager for the Whitewater (Kansas) Flour Mills Co., has returned from an extended visit with the trade in southeastern states.

•

John Derst, Jr., has been named treasurer of the Derst Baking Co. in Savannah, Ga. **George F. Hoar** has been promoted to the position of general office manager.

•

A. F. Martin has been appointed assistant general manager of the Dallas plant of Mrs. Baird's Bread Co. Mr. Martin, who has been with the company for 20 years, returned to Dallas to assume his new post after serving as sales manager for the company's plant at Houston since 1938.

—BREAD IS THE STAFF OF LIFE—

FIRE DESTROYS ELEVATOR

MUSCATINE, IOWA—Fire here destroyed an elevator and 50,000 bu. grain March 19 and threatened several nearby structures before being brought under control. Harry McKee, official of the McKee Feed & Grain Co., owners of the structure, estimated the loss at $100,000 to $200,000 but said it would be several days before an accurate survey of the damage could be made.

—BREAD IS THE STAFF OF LIFE—

MILLFEED FUTURES

The following is a comparison of selling prices at Kansas City for March 11 and 18:

	March 11		March 18	
BRAN—				
March	$39.10@	39.25	$42.25@	42.50
April	39.60@	39.90	41.85@	42.50
May	37.85@	38.25	39.85@	40.25
June	36.25@	36.75	37.85@	38.50
July	34.25@	34.60	36.00@	36.00
August	34.25@	34.60	36.00@	36.00
SHORTS—				
March	$43.75@	$44.00	$46.85@	$7.50
April	44.35@	44.75	....@	*46.25
May	45.75@	46.00	46.60@	46.80
June	45.75@	46.75	46.25@	46.40
July	45.50@	45.80	45.50@	45.80
August	45.50@	45.80	45.50@	45.80
Sales (tons)		180		600

*Sale 1Bid.

United States Grain Stocks

Commercial stocks of grain in store and afloat at the principal markets of the U.S. at the close of the week ending March 11, 1950, and March 12, 1949, as reported to the Grain Branch of the Production and Marketing Administration of the U.S. Department of Agriculture in bushels (000's omitted):

	American		Canadian in bond	
	Mar. 11, 1950	Mar. 12, 1949	Mar. 11, 1950	Mar. 12, 1949
Wheat	184,191	117,282	...	...
Corn	45,846	34,259	...	...
Oats	12,924	4,923	...	...
Rye	7,457	2,544	...	...
Barley	20,248	10,861	...	...
Flaxseed	12,542	10,714	...	...
Soybeans	11,712	8,128	...	...

Stocks of U.S. bonded grain in store and afloat in Canadian markets March 11 (figures for corresponding date of a year ago given in parentheses): wheat, 5,344,000 (none); bu.; corn, 1,159,000 (1,206,000); oats, 145,000 (none); barley, 3,141,000 (4,500); soybeans, 190,000 (none).

Bonded Grain in the United States

Stocks of bonded grain in the U.S. as compiled by the secretary of the Chicago Board of Trade, March 11, 1950 (000's omitted):

	Wheat	Corn	Rye	Barly
Buffalo	100	797	215	...
Afloat	204	646	...	...
Chicago	...	...	...	...
Afloat	...	...	162	...
Milwaukee	...	...	...	114
Afloat	...	...	...	...
New York	12	...	...	...
Totals	304	932	217	114
Previous week	484	1,819	218	1,244
March 12, 1949	495	1,547	1,171	454

Rye Flour Output

Following is the rye flour output reported to The Northwestern Miller by principal mills at Chicago, Minneapolis and outside points in the Northwest, in sacks, with comparative figures for the previous weeks:

	Feb. 25	Mar. 4	Mar. 11	Mar. 18
Five mills	26,548	26,331	29,294	*21,754

*Four mills.

KELLY-ERICKSON Company, Inc.

•

OMAHA

NEW YORK SAN FRANCISCO

•

We Operate Our Own Laboratories Including Pilot Bakery

C. MACKPRANG JR.

Hamburg 36

Cable Address: Kornmackprang.

BRANCHES: Bremen • Hannover • Dusseldorf

Importers of

GRAIN, FEEDSTUFFS, PULSES

Own elevators: Port Hamburg. Rethe-Speicher Kornhaus Suderelbe.

Capacity: 1,000,000 bushels.

J. F. IMBS MILLING CO. ST. LOUIS, MO.

Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 3,900 SACKS

GERMANY ADMITTED TO IWA; QUOTA IS 67,000,000 BU.

U.S. to Get Entire Quota in First Year, With Amount to Be Shared Later; Action on Entry of Japan Postponed

By JOHN CIPPERLY

Washington Correspondent of The Northwestern Miller

WASHINGTON—Germany was approved as a member of the International Wheat Agreement by the International Wheat Council in London last week. Germany was assigned an annual quota of 67 million bushels.

Objections by the U.K., according to reports received here, put off approval of the entry of Japan into the agreement at this time. Reconsideration of the Japanese entry will be taken up when the council resumes formal deliberations in June or July, 1950.

For this IWA year the entire German quota is assigned to the U.S., but in future years the quota will be redistributed among other exporting nations on a sliding scale upward each year while the U.S. quota will be correspondingly reduced each year in the same amounts as the increase to the other exporters.

The rejection of the Japanese request for membership is a victory for the U.K. which has opposed its entry unless the quota was earmarked for dollar wheat areas and the sterling wheat supplies held for U.K. purchasing. This is a form of bi-lateralism which is said by U.S. representatives to be contrary to the principles of the wheat pact, a multi-lateral trade document.

Fears Price Strength

The U.K. feared that if Australia were to get access to the Japanese wheat market it would give Australia a whip-hand over the U.K. price-wise since it probably could sell a large part of the Japanese market thereby firming up its position as a seller of wheat to the U.K.

The accession of Japan to the pact will remain a tough obstacle in the course of the council, and if the U.K. position is upheld it is believed that the pact will eventually be doomed since a precedent of earmarking import quotas or export sales would ultimately lead to an extension of this policy to other areas and cause the wheat pact to fall apart into a series of bi-lateral arrangements.

Shipments Apply on Quota

German participation in the agreement will become effective upon deposit by that country's government of a formal instrument of acceptance with the U.S. Department of State. However, upon such acceptance, supplies of wheat already shipped by the U.S. to Germany this year which have not been distributed for consumption will be recorded against this year's quota.

These stocks, title to which has been retained by the Commodity Credit Corp., total about 28 million bushels and will come under the agreement after a price has been established within the terms of the agreement. This arrangement results from an understanding reached between the CCC and the Department of Army early in the year when Germany applied for membership in the IWA.

The following table shows tentative unofficial estimate of the adjusted quotas through the 1952-53 crop year.

(In million bushels)

	1948-50	1950-51	1951-52	1952-53
U. S.	235.4	222.5	212.5	214.4
Canada	203.9	211.9	219.9	221.9
Australia	80.3	82.6	82.6	83.6
France	3.3	3.8	3.8	3.8

Action Expected

LONDON—The admission of Germany to the International Wheat Agreement with an allocation of 66 million bushels a year caused little surprise in European trade circles since the result was considered to be a foregone conclusion when it was revealed that the U.S. would be the major supplier.

The failure to admit Japan adds point to criticism currently directed against the policy adopted by the Wheat Council. It has been pointed out that the agreement is assisting in the establishment of two levels of prices operating in the world's markets, the "agreement price," invariably the maximum permitted, and the "free price," applicable to countries buying outside the terms of the agreement. Australia has sold a lot of wheat, notably to Japan, outside the terms of the agreement.

Accordingly, observers believe that the reason behind the refusal to admit Japan at this stage is economic.

—BREAD IN THE STAFF OF LIFE—

NEW ZEALAND RAISES HOMEGROWN WHEAT PRICE

LONDON—The government of New Zealand has decided to raise the price of homegrown wheat in the 1950-51 season as an incentive to farmers to increase their outturn. A reduction in yields in recent years has necessitated the purchasing of wheat in Australia and critics of the government have been pressing for an increase in the domestic crop for some time.

During the past seven years the area under wheat had dropped by more than half, according to C. M. Bowden, the minister for agriculture, when he announced the price rise. He pointed out, however, that the growers had not asked for a price equivalent to the world price but he stressed the need for greater supplies. The New Zealand authorities have been paying Australia $2.24 bu. for wheat, compared with the cost of growing domestic wheat assessed at $1.40 bu.

—BREAD IN THE STAFF OF LIFE—

LANGENDORF TO PAY 35c

Langendorf United Bakeries, Inc., has voted a quarterly dividend of 35¢ on the common stock, payable April 15 to stockholders of record March 31. The previous payments were 30¢ quarterly.

—BREAD IN THE STAFF OF LIFE—

LESLIE PRITCHETT NAMED GLOBE CEREAL MILLS HEAD

DALLAS, TEXAS—Leslie Pritchett has been named manager of Globe Cereal Mills, El Paso, a division of Lone Star Elevators, Amarillo, Texas. The announcement of Mr. Pritchett's appointment was made by Jack P. Burrus, president of the elevator firm.

Mr. Pritchett was connected with the Burrus organization from 1932 to 1945, when he resigned to serve as manager of the flour division of Universal Mills, Ft. Worth.

Leslie Pritchett

The Burrus organization acquired ownership of Globe Cereal Mills in October, 1949. The transaction included purchase from Globe Mills of Los Angeles of grain, flour and feed operations in El Paso and involved all buildings, machinery, equipment, truck and automotive fleets and brand names.

Oscar J. Allen, who has managed the El Paso plant since 1909, will be retained as Mr. Pritchett's assistant.

—BREAD IN THE STAFF OF LIFE—

VALIER & SPIES SELLS 5TH COUNTRY ELEVATOR

ST. LOUIS—C. A. Houchins has purchased the elevator at Marthasville, Mo., from the Valier & Spies Milling Company and will operate it under the name of the Marthasville Grain & Feed Co.

Mr. Houchins formerly was manager of the elevator for the milling company. It is the last to be sold by the milling firm, which recently disposed of four other country elevators in Missouri and Illinois.

Progress of Crops in Western Europe Reported Favorable

LONDON—Reports of the progress made by western European crops are generally favorable, the position in the U.K. being typical of the situation elsewhere. Winter wheat has been described by the Ministry of Agriculture as strong and healthy, although in some districts it is rather forward for the time of the year.

The main concern is the fact that the danger of frost damage has not entirely receded, cold weather being possible in most of northern Europe up to the middle of April.

In Britain, flooding in some areas held up field work necessary to assure record sowings of spring wheat. Warmer weather later enabled a start to be made on planting of the hoped-for 5 million acres, although pessimistic forecasts suggest that only three million acres will be sown. This would be insufficient to meet the government's goal.

Satisfactory in Spain

The condition of fall sown wheat in Spain is reported satisfactory. Moisture supplies are adequate after rain in February, and temperatures are high. Financial troubles with the Argentine have cut down imports of wheat from that source, although a recent report revealed that 40,000 tons of wheat had been bought at a price equivalent to $1.83 bu. In addition, 40,000 tons of rye have been acquired at $1.33 bu.

Spain has recently been a substantial importer from the U.S. and Canada for dollar payment and from Australia for sterling payment. The expenditure of a comparatively large sum of sterling on wheat has deprived Spain of other much needed imports from the sterling area. And, in order to finance dollar wheat imports, authorities have depleted further the small reserves of gold which until recently amounted to $85 million. This will mean a serious drain in the country's foreign exchange resources.

A reasonably good 1950 crop will ease the situation but will not eliminate imports. A recurrence of last year's drouth would be a complicating factor.

Rumanian Harvest Poor

News from eastern European countries in recent weeks has been sparse. A Rumanian report indicates that the 1949 harvest was extremely bad, thus confirming opinions that the lack of news at the end of last year was a cover up for a bad outturn. It is understood that the food situation has been very bad and that famine conditions prevail in some parts of the country.

Switzerland has recently been in the market as an importer of grain, a total of 90,000 tons coming from the Argentine during the first quarter of the current year. Other offers by the Argentine monopoly selling organization are understood to have been accepted covering the second quarter. They involved 30,000 tons of wheat and 45,000 tons of barley and oats. The latter grains had to be accepted because of the non-availability of corn for export. The price paid for the wheat was not disclosed, but it is estimated at about $85 ton f.o.b.

Subsidy Rates Under Wheat Agreement

(In cents per bushel)

	March 14			March 15			March 16			March 17			March 18		
	(1)	(2)	(3)	(1)	(2)	(3)	(1)	(2)	(3)	(1)	(2)	(3)	(1)	(2)	(3)
East Coast Ports—															
To all destinations	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
West Coast Ports—															
To all destinations	43	43	37	43	43	37	43	43	37	43	43	37	43	43	37
Gulf Coast Ports—															
To all of Europe, Mediterranean, Middle East, all of Africa and adjacent islands	40	31	30	40	31	30	40	31	30	40	31	30	40	31	31
Far East and adjacent areas	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
Latin America, West Indies and Mexico	18	17	18	18	17	18	18	17	18	18	18	18	18	18	17

(1) March through April. (2) May 1-June 14. (3) June 15-July 31.

CONVENTION CALENDAR

March 24-25—District 7, Association of Operative Millers, Oklahoma City, Okla.; sec., Harold Cook, 5330 Elm St., Dallas, Texas.

March 25—District 3, Association of Operative Millers, Hotel Markham, Buffalo, N.Y.; sec., Charles Wagner, Russell-Miller Milling Co., Buffalo.

April 10-11—Iowa Bakers Assn., Hotel Fort Des Moines, Des Moines; sec., Charles E. Furnberg, 1528 Mulberry, Waterloo, Iowa.

April 13-14 — Southern Bakers Assn., Venoy Park Hotel, St. Petersburg, Fla.; sec., E. P. Cline, 799 Henry Grady Bldg., Atlanta 3.

April 14-15—Oklahoma Grain & Feed Dealers Assn., Skirvin Hotel, Oklahoma City.; sec.-treas., E. B. Humphrey, 602-04 First National Bank Bldg., Enid.

April 16-18—Texas Bakers Assn., Plaza Hotel, San Antonio; sec., Charles Neuman, Sr., Holsum Bread Co., Inc., Fort Worth.

April 17-19 — Pacific Northwest Bakers, Multnomah Hotel, Portland, Ore.; sec.-mgr., Roger Williams, 1138 Jefferson St., Salem.

April 19: South Dakota Bakers Assn., Cataract Hotel, Sioux Falls; sec., Lex Quarnberg, Tri-Sate Milling Co., Rapid City, S.D.

April 20-22—California Hay, Grain & Feed Dealers Assn.; Biltmore Hotel, Los Angeles; sec.-treas., I. J. Stromnes, Blue Anchor Bldg., 1400 10th St., Sacramento 14.

April 21-22—Self-Rising Flour Institute, Inc., Buena Vista Hotel, Biloxi, Miss.; sec., Allen R. Cornelius, 1314 Nashville Trust Bldg., Nashville 3, Tenn.

April 23-25 — Heart of America Bakers Convention, Arkansas, Kansas, Missouri, Nebraska and Oklahoma bakers' associations, joint convention; Hotel President, Kansas City, Mo.; general convention chairman, James S. Chase, Golden Krust Baking Co., Manhattan, Kansas.

April 24-25—Nebraska Grain & Feed Dealers Assn.; Hotel Paxton, Omaha, Neb.; sec.-treas., Howard W. Elm, Lincoln.

April 28-29—Texas Grain & Feed Dealers Assn.; Hotel Galvez, Galveston; sec.-treas., G. E. Blewett, Blewett Little Grain Co., Fair Blvd., Ft. Worth.

April 30-May 2—Tri-State Bakers Assn., convention, Jung Hotel, New Orleans, La.; secretary, Sidney Baudier, Jr., 401 Board of Trade Bldg., New Orleans.

ROYAL FLUFF-EAT-A

It pays to pick the right cake flour! Average flours really cost more than top quality flours like ROYAL FLUFF-EAT-A, which produces more finished cake per pound of flour. You get a richer, moister, longer-keeping cake with ROYAL FLUFF-EAT-A.

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Grand Rapids, Mich. Telephone [illegible]

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Millers of Kansas Hard Wheat Flour
HIGH CLASS BROKERAGE CONNECTIONS DESIRED

May 1-5—Association of Operative Millers, Hotel Jefferson, St. Louis, Mo.; sec., Donald S. Eber, 600 Board of Trade Bldg., Kansas City 6.

May 2-3—Panhandle Grain & Feed Dealers Assn., Herring Hotel, Amarillo, Texas; sec., Joe S. Morris, P.O. Box 506, Amarillo.

May 5-6 — Kansas Grain, Feed & Seed Dealers Assn., Hotel Kansas, Topeka, Kansas; sec., O. E. Cuse, 823 Wiley Bldg., Hutchinson.

May 7-9—Illinois, Indiana and Wisconsin bakers' associations, joint convention, Sherman Hotel, Chicago; act. sec., Thelma Dallas, 53 W. Jackson Blvd., Rm. 738, Chicago 4.

May 7-8—National Association of Flour Distributors, Hotel Statler, Boston; sec.-treas., Wayne G. Martin, Jr., The Northwestern Miller, 23 Beaver St., New York 4.

May 9-10—Illinois Grain Dealers Assn.; Pere Marquette Hotel, Peoria; sec., E. S. Herron, Gilman.

May 10—Kentucky Master Bakers Assn., and Memphis Master Bakers Assn.; Frankfort, Ky.; sec., Kentucky Master Bakers Assn., M. J. Finkenscher, 919 Monmouth St., Newport, Ky.

May 14. — Flour Millers Export Assn.; Edgewater Beach Hotel, Chicago, Ill.; sec., Helen Gervais, National Press Bldg., Washington, D.C.

May 14-16—New York State Assn. of Manufacturing Retail Bakers; Hotel St. George, Brooklyn; sec., Percy Stelle, 1 Broadway, New York 4.

May 15-17—Millers National Federation; Edgewater Beach Hotel, Chicago, Ill.; sec., Herman Steen, 360 W. Jackson Blvd., Chicago 6.

May 15-19—American Association of Cereal Chemists, Hotel Sheraton, Chicago; sec., Frank H. Schwalb, M. A. & E. Bldg., Ivorydale, Cincinnati 17, Ohio.

May 20-23 — Southwest Bakers Assn.; Herring Hotel, Amarillo, Texas; sec.-treas., J. R. L. Kilgore, Albuquerque, N.M.

May 22-23—Associated Bakers of Minnesota; St. Paul Hotel, St. Paul; sec., J. M. Long, 623 14th Ave. S.E., Minneapolis 14.

May 25-26—National Soft Wheat Millers Assn.; Hotel Roanoke, Roanoke, Va.; sec.-vice pres., Paul M. Marshall, 209 W. Jackson Blvd., Chicago 6.

June 4-6 — Pennsylvania Bakers Assn., Galen Hall, Wernersville, Pa.; sec., Thos. Staab, 3700 N. Broad St., Philadelphia.

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Best of the West

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WHAT'S a customer worth? Well, to the average retail grocer a customer must be worth several hundred dollars a year. That's a pretty valuable asset and one not to be trifled with, the way I see it. So when we mill DOBRY'S BEST and BEST of the WEST, we have in mind that these flours must always give the kind of baking results that will certainly satisfy the housewife and bring her back to her supplier for more. We *know* that nobody is going to lose a valuable customer with the superior quality they get in these DOBRY brands.

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The Dobry Quality Policeman

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Yukon, Oklahoma

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that give *consistent quality for greater profits!*

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BIG VALUE

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BREAD AND CAKE FLOURS

Trail Santa-Fe
Finest Short Patent

For a lagging flour jobbing business, the old-fashioned treatment still is the best. That consists of careful selection of a top quality brand of flour and putting extra sales push behind it. That kind of treatment has always worked for a flour jobber. And SANTA FE TRAIL and SILK FLOSS are ideal flours for such a quality program.

CAPACITY 10,000 CWTS.
STORAGE 3,500,000 BU.

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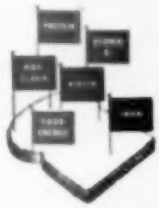
SINCE 1894

If it's I-H milled - it's "good" Flour!

MILLS AT TOPEKA, KANSAS—7,500 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



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Don't Neglect the Opportunity to Tie-in With the Millers' National Advertising Program

As a flour jobber, you can attain peace of mind in your business, easily . . . simply switch to I-H flours. The peace of mind comes from a well founded sense of security. It results from knowing that I-H top quality always insures customer satisfaction and is steadily building repeat business. This confidence is justified, too . . . because I-H premier quality is based on selection of the finest wheats and scientific milling procedures.

THE ISMERT-HINCKE MILLING COMPANY
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Page's FLOUR

MILLERS OF FINE FLOUR SINCE 1892

Flour jobbers . . . get a sales boost for your business with PAGE Flours. Top quality, merchandising help and real service . . . a combination that can't be beaten!

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PAGE US FOR FINE FLOUR

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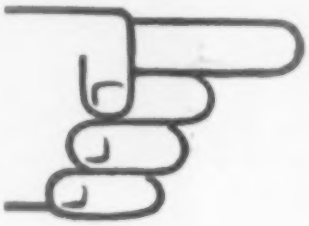

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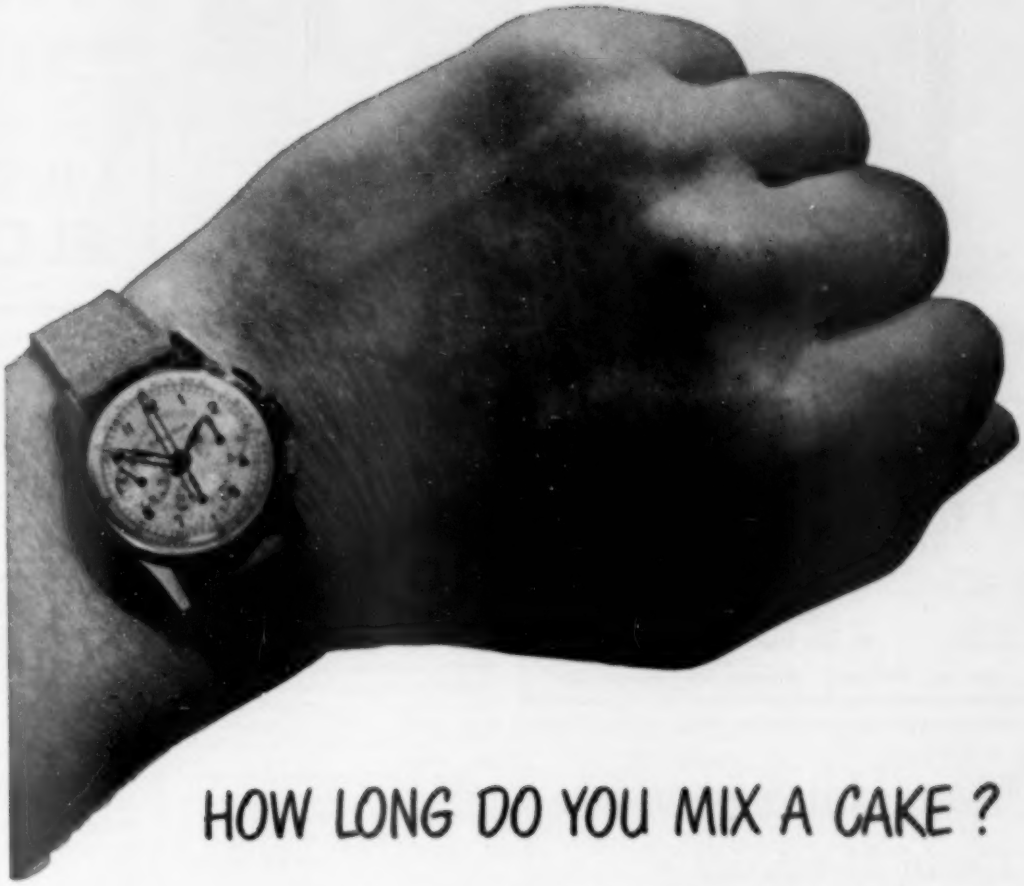

HOW LONG DO YOU MIX A CAKE ?

As every cake expert knows, thorough mixing of the ingredients improves the quality of the cake—gives it greater volume, finer grain, smoother texture, better keeping quality.

Yet all too often mixing time has to be cut down because longer mixing toughens the gluten in the flour.

By selecting particularly choice varieties of soft wheat and using only the innermost portions of the kernels, Pillsbury mills cake flour that will stand unusually long mixing without developing undesirably tough gluten. That's one reason why cake flour bearing Pillsbury's dotted circle trade-mark is favored by so many bakers. Why not put it to the test in *your* shop?

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GRIST OF GRINS

A bleary-eyed lad wandered into a bar—weaving his head back and forth and slowly mumbling "Tick . . . tock . . . tick . . . tock . . . tick . . . tock."

The bartender, a clever man, decided to humor him and asked, "O.K., Mr. Clock, what time is it?"

"It's eight-thirty," replied the tipsy one.

"Nope, you're wrong," said the barkeep. "It's a quarter to nine!"

"Heavens!" exclaimed the inebriate. "I must be slow. Ticktockticktock-ticktockticktock!"

◆ ◆ ◆

After 40 years at sea, an old sailor finally realized his ambition. He retired and with his savings bought himself a nice little waterfront saloon. He boarded it up and began painting and refurnishing it, getting it nice and shipshape.

This went on for some time and finally it was ready, with bottles and gabboons sparkling, glasses and rail shining, everything in its place. Somehow or other, the sailor never did open the doors to the public. Meanwhile folks dropped by, looked in, mouths watering. One day someone stopped by and banged on the door. "Hey, Mister," he shouted to the sailor inside, "when you openin' up? Folks around here want to patronize your place."

"Open up?" yelled the sailor. "Hell, I'm never goin' to open up. I bought this place for myself!"

◆ ◆ ◆

"Sorry old man, that my hen got out and scratched up your garden."

"That's all right. My dog ate your hen."

"Fine! I just ran over your dog."

◆ ◆ ◆

A little old lady riding on a bus was anxious not to pass her destination. She poked the driver with her umbrella and asked: "Is that the First National Bank?"

"No, ma'am," replied the driver. "That's my stomach."

◆ ◆ ◆

Father: "Say, it's 2 o'clock. Do you think you can stay all night?"

Suitor: "I'll have to telephone home first."

◆ ◆ ◆

A British delegate to the U.N. went to a baseball game one afternoon. In the first inning each team scored a run and two "I's" were posted on the scoreboard. From then on it was a

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Broker and Merchandiser
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tight game, and two long strings of zeros went on the board. Along about the tenth inning, the Englishman had to leave for a committee meeting. On his way out, a small boy shouted, "Hey, mister, what's the score now?"

"Bless me," was the answer, "I lost track a long time ago. It's way up in the millions."

◆ ◆ ◆

He was attending a meeting of the Henpecked Club. Suddenly the door opened. His wife sailed in, grabbed him by the collar, shook him until his teeth rattled, and exclaimed: "What do you mean by attending this club? You're not henpecked."

◆ ◆ ◆

Instructor (examining class): "Who drove the Israelites out of Egypt?" —you (pointing to a boy in the corner).

Boy (trembling): "Twasn't me, sir. I only came back from the country last week."

◆ ◆ ◆

"I understand she married a struggling young man."

"Yes, he struggled, but he couldn't get away."

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